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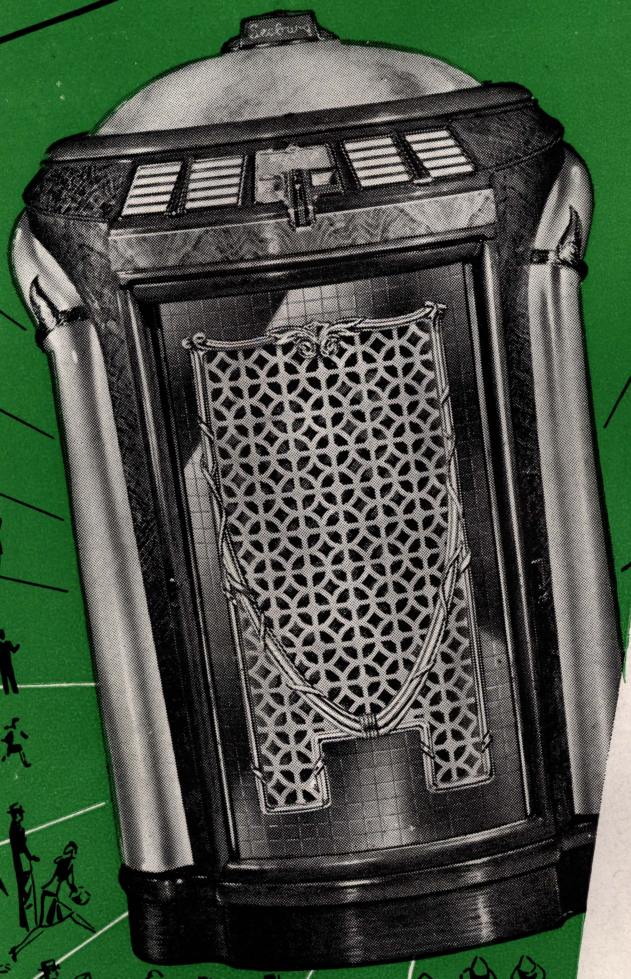

America's Finest and Most Complete Music Systems

The beautiful Symphonola "1-47" is designed for eye appeal.

The musical reproduction this quality instrument gives meets the demands of most critical audience.

It's no wonder that the new Symphonola is being received with acclaim in the most popular locations—where the crowds gather.

The Symphonola is part of America's finest and most complete music systems. With Seeburg Speakers—wall or recessed types—Seeburg Wallomatics, Seeburg Dual Remote Volume Control, Seeburg Auxiliary Control Amplifier and Seeburg Pre-Amplifier and Public Address System, the operator is provided with all the elements to permit "tailored sound" in every location.

. . . SCIENTIFIC SOUND DISTRIBUTION

"Tailored Sound" means music at conversational level throughout every location—no blare near the phonograph—no fade-away in far corners. Everyone enjoys the music. Two amplifiers in the Symphonola —one for the phonograph, the other for remote speakers—assure maximum flexibility. Seeburg twelve-inch and eight-inch speakers in recessed or wall types permit Scientific Sound Distribution.

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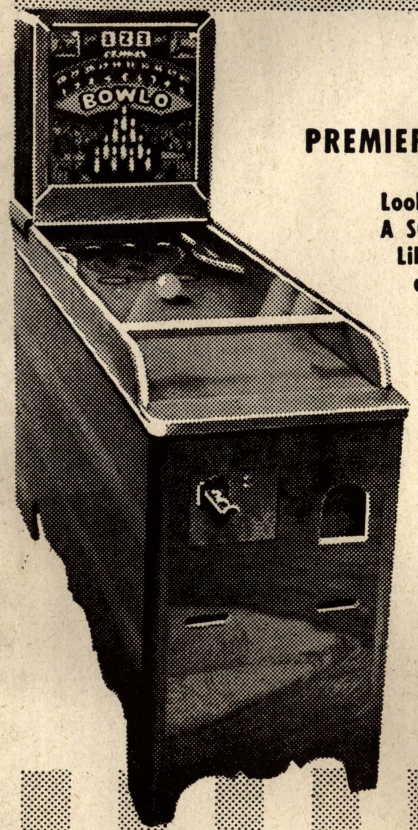
THE COIN MACHINE REVIEW for April 1947. Vol 14, No. 9. Published monthly at 1115 Venice Boulevard,, Los Angeles 15, Calif. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif, under the Act of March 3, 1879. $3.00 for 2 years—minimum term accepted, 50c per copy.

SOLID! TWO SOLID GAMES! TWO SOLID MONEY MAKERS!



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Look at this roll down game . . . SOLID! A SOLID coin-catcher if you ever saw one! Like moving a whole bowling alley into any of your locations—and it's only 5½ feet long! Scores exactly like a real bowling alley.

Custom built in our own plant and SOLIDLY constructed for years of service of mahogany, maple and birch plywood.

Year after year of SOLID appeal! Width 22 inches • Length 5' 6"

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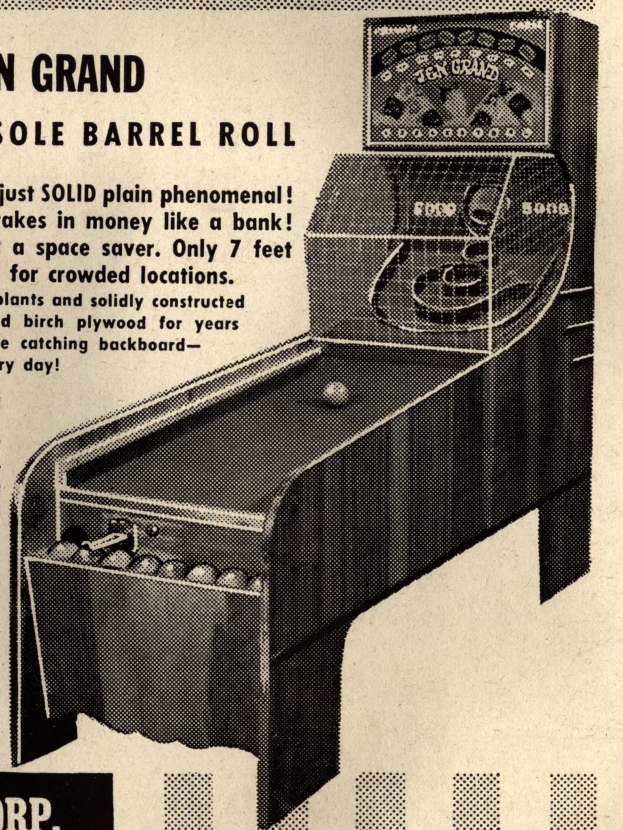
"Junior" Ten Grand's just SOLID plain phenomenal! "Junior" Ten Grand takes in money like a bank! "Junior" Ten Grand's a space saver. Only 7 feet long. A SOLID natural for crowded locations.

Custom built in our own plants and solidly constructed of mahogany, maple and birch plywood for years of service. Wire cage—eye catching backboard—built for heavy play—every day!

NOW DELIVERING! Length 5'10" Width 24" and don't forget "Junior" Ten Grand's big brother and senior Premier Barrel Rolls . . . 10½, 12½ and 14 foot lengths x 26" wide



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NEW JACKPOT BELLS

"Better Built by Buckley"

NEW 1947 CRISS CROSS BELLS

The Criss Cross has a new payout feature not found on any other jackpot bell. The higher payouts predominate. For instance, this machine has more jackpot payouts than the conventional machine. A special criss cross combination pays 20 coins. The Criss Cross is recommended for locations where a machine with higher odds is desired. The many possibilities for jackpots fascinates the players and assures greater player appeal.

NEW 1947 HAND LOAD JACKPOT BELL

The Handload Jackpot Bell operates the same as the standard model except that the jackpot does not have the automatic fill feature or reserve. After each jackpot is hit, it is necessary to refill jackpot by hand. Ordinarily the Handload pays a larger jackpot and has a larger jackpot display. Register records number of jackpots paid.

NEW 1947 STANDARD CHROME BELL

This is the conventional jackpot bell with automatic jackpot and jackpot reserve. Available with the regular 3-5-10-14-18 and jackpot payout, also with single cherry payout, (2-5-10-14-18 and jackpot). Specify standard or club payout combination. Your choice of finishes.

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NEW 1947 BUCKLEY CONSOLES

7-COIN HEAD
DAILY DOUBLE TRACK ODDS

7-COIN HEAD
PARLAY LONG SHOT DAILY DOUBLE

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1947 WALL AND BAR BOXES

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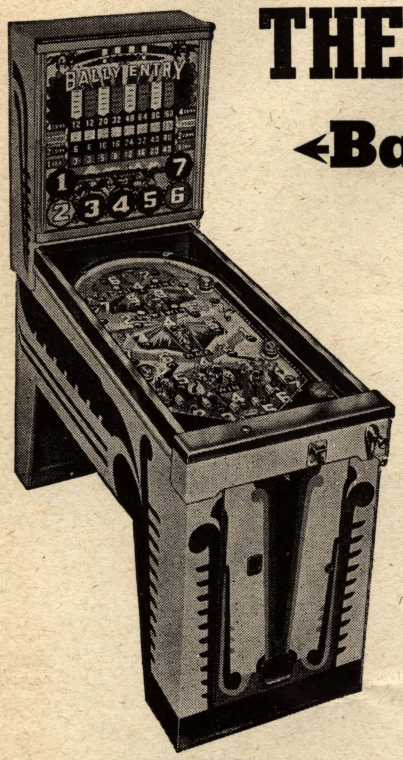
COIN MACHINE REVIEW
5
FOR APRIL 1947

Bally Consistently Delivers - - -

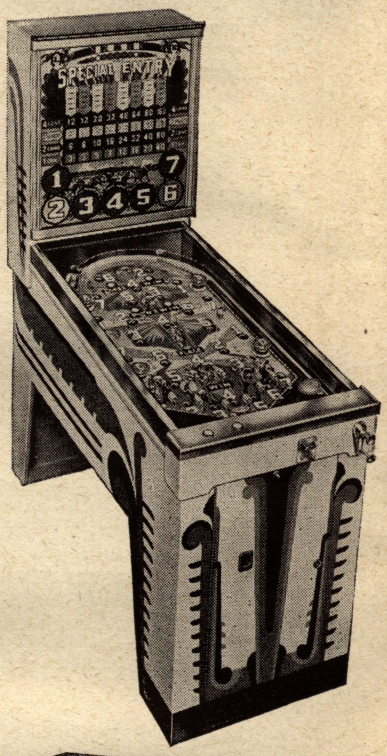
THE FINEST GAMES IN AMERICA



←Bally ENTRY AUTOMATIC MULTIPLE

The coins flock to BALLY ENTRY, for players play, not merely two to four coins per game, but five, six, eight or ten . . . to catch the "Mystic Flash" which magically transfers Win-section of playfield to top of the board—to sections which normally score only Purse or Show.

Beautifully engineered. Motor-operated shuffle eliminates "shuffle-fatigue" and speeds up play.



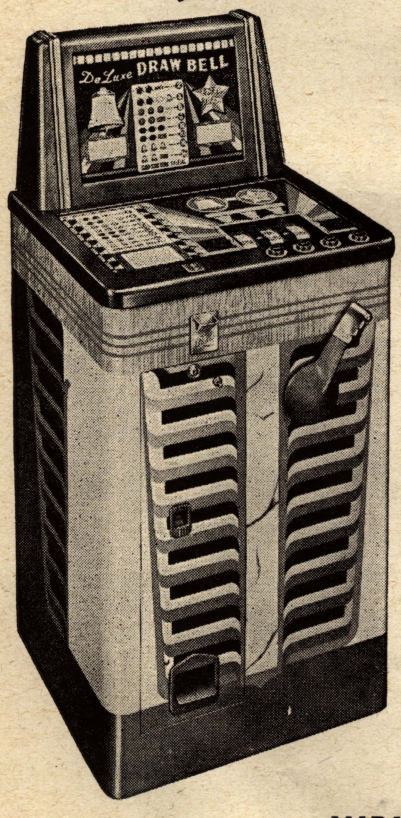
Bally SPECIAL ENTRY REPLAY MULTIPLE

Same paramount features are combined in both games except Bally SPECIAL ENTRY is a replay multiple. Bally's new multiple masterpieces can double and triple your normal one-ball profits! If you haven't investigated the new Bally ENTRY money-makers—come in and let us acquaint you with their profit performances.

DOUBLE BARREL

NEWEST 5-BALL SENSATION

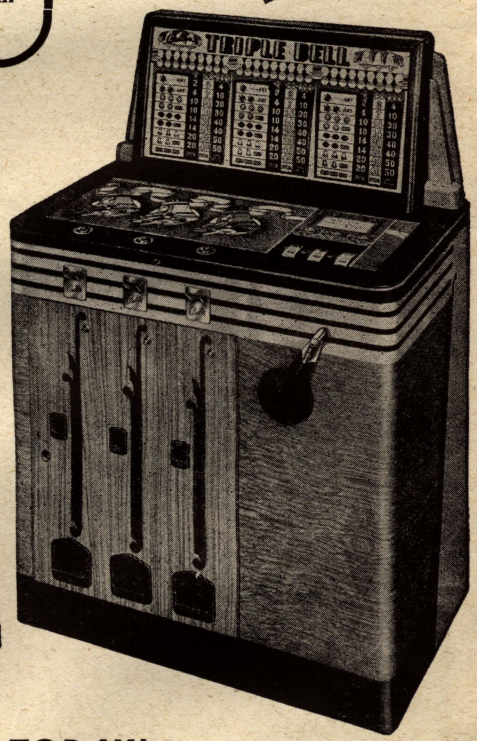
DOUBLE BARREL is a convertible novelty or replay table which features positive increased play. Clever DOUBLE BARREL score-system speeds up play. Mechanical simplicity and strength insure rock-bottom service cost.



← DeLuxe DRAW BELL

CONVERTIBLE AUTOMATIC OR REPLAY

Now . . . all the bell-fruit flash and spinning-reel action of DRAW BELL . . . plus the 1000 Super-Special popularized in Triple Bell . . . plus the new EXTRA DRAW feature that permits players to deposit three, four, five coins per game to hold favorable reels and spin again for a winner! That's Bally's new luxurious DE LUXE DRAW BELL. Start your 1947 operations with the fastest profit-producer ever created in the bell-console class . . . order DE LUXE DRAW BELL now. *Specify nickel or quarter play.*



Bally TRIPLE BELL →

TRIPLE PLAY! TRIPLE PROFIT!

Triple Coin Chutes permit three players — or three coins — every spin. 1000 *Super Special Awards,* plus plenty of other big awards and single-cherry awards that insure continuous repeat play. De luxe cabinet in rich wood-grain finish. Trouble-proof mechanism. Any coin-combination — Nickel, Dime, Quarter.

Convertible: Automatic or Replay

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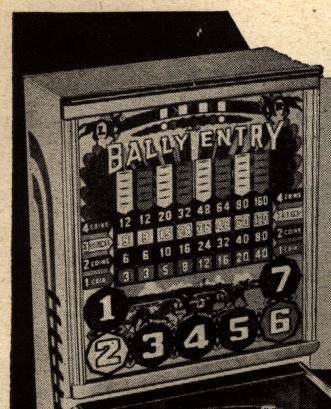
BALLY ENTRY AND SPECIAL ENTRY

AUTOMATIC MULTIPLE — REPLAY MULTIPLE



New "Mystic Flash" feature magically transfers Win-section of play-field to top of the board—to sections which normally score only Purse or Show. Players play, not merely two to four coins per game, but five, six, eight or ten . . . to catch the "Mystic Flash."

BIG ODDS DISPLAY . . . starting with 3-to-1, instead of old style 2-to-1 . . . and positive multiplied odds . . . 160 top . . . dramatize the multiple feature and encourage multiple-coin play.

MOTOR-OPERATED SHUFFLE eliminates "shuffle-fatigue" and speeds up play. Bally's new multiple masterpieces can easily double or triple your normal one-ball profits. For prompt delivery order today!

New BIG ODDS 3-TO-1 MINIMUM

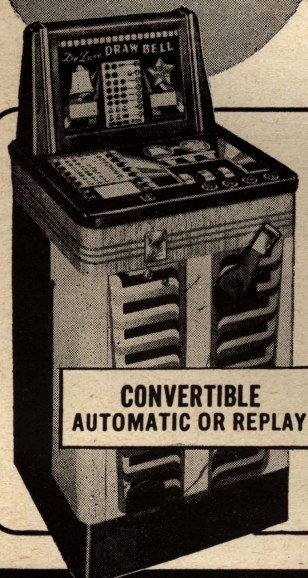
Double Barrel

NEWEST 5-BALL SENSATION

CONVERTIBLE NOVELTY OR REPLAY

New DOUBLE BARREL features positively increase play. Clever DOUBLE BARREL score-system speeds up play. Mechanical simplicity and strength insure rock-bottom service cost. Order DOUBLE BARREL from your distributor today.

DeLuxe DRAW BELL



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TRIPLE BELL

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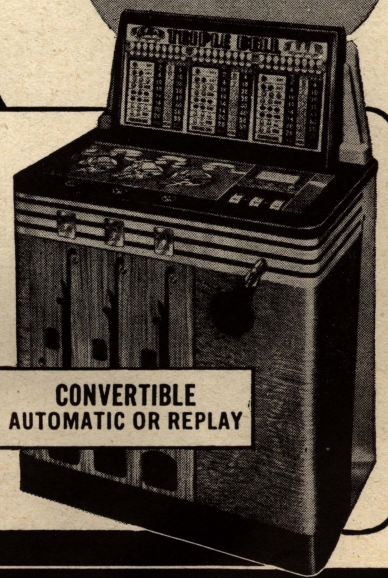

CONVERTIBLE AUTOMATIC OR REPLAY

Triple Coin Chutes permit three players—or three coins—every spin. 1000 *Super Special Awards*, plus plenty of other big awards and single-cherry awards insure continuous repeat play. Deluxe cabinet in rich wood-grain finish. Any coin-combination—Nickel, Dime, Quarter.

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COIN MACHINE REVIEW 7 FOR APRIL 1947

COIN MACHINE REVIEW

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FOR APRIL 1947

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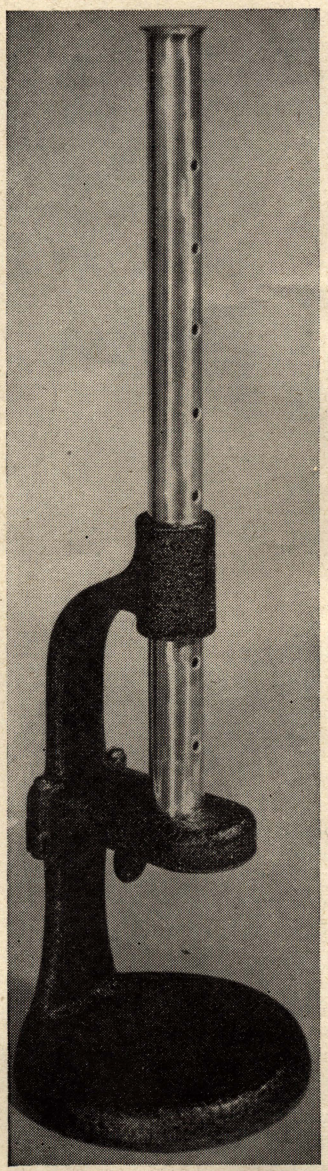

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★ 4. Heavy solid aluminum casting.
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★ 7. Chrome plated brass coin tube.
★ 8. Tube holds $10.00 in nickels.
★ 9. Can be used on counter or bracketed against the wall.
★ 10. Attractive baked crackle paint finish.

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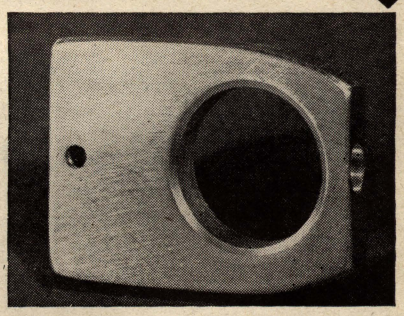
AVAILABLE NOW *For immediate delivery*
IMPROVED SLIDE ACTION

Bevel insures accurate count. Prevents jamming. →

Finely machined. Correct depth.
Holds five nickels—Will not jam on thin coins. →

Long wearing duralumin — toughness of steel. →



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THE COIN MACHINE REVIEW

APRIL 1947

The 165th CONSECUTIVE MONTHLY ISSUE

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Assembly Plant Ready at Maser Music Co.

SAN FRANCISCO—Following its appointment as West Coast regional distributor for Buckley Mfg. Co., H. R. Maser Music Co. expanded and remodeled its building at 1337 Mission St., and set up an assembly department (parts will be shipped direct to Maser Music from the factory, assembled, and delivered to purchasers) in order to speed service for Western coinmen.

The Buckley line includes the new *Track Odds*, Music System, and custom build Bells. The latter are available in three models: *Criss Cross Jackpot*, with higher payout than the conventional machine, *Hand Load Jackpot*, which operates the same as the standard model except the jackpot does not have the automatic fill feature, and *Standard Chrome Bell*, available with both regular and single cherry payout.

The Maser Music Co. also carries a complete line of Buckley parts as well as Mills machines.

REVIEW Warms Londoner in Sub-Zero Storm

LONDON—"It is snowing hard as I write and my water system has been frozen for the past eight days," reports Harry Hooper, designer, manufacturer, and jobber of coin-controlled equipment. "Even my hot water tank, which is heated by the kitchen fire, is frozen, so am unable to have a fire because it might explode the tank. . . . Here's hoping the next issue of THE REVIEW will be hot off the press, as one can get a little warmth and cheer from reading same."

Hooper states that because of shortage of materials, particularly metals, there is not much new activity in the trade.

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Scales Most Popular Coin-Operated Device in Australia, New Zealand

HOLLYWOOD—Coinmen banking on Australia as an export market for either new or used equipment would do well to defer plans for an indefinite period, according to A. H. Weymouth, who has just returned to the United States after an extended three months' tour of his native country.

Weymouth points out that there are two major obstacles blocking export business:

1. Before the war, Australia had credits established in this country which provided for mutual purchases. With the advent of Conflict II, these credits were cancelled and haven't been renewed yet.

2. The Australian government prohibits importation of all items except actual necessities.

Weymouth reveals that due to the war and the present labor government, the economy of that country is caught in a vicious cycle. "The government operates on the basis that less spending and heavy taxes will conserve money and make less people dependent on the government for financial aid when bad times arrive. The government strives for more production so that taxes can be reduced, but by maintaining such a high rate of taxation, incentive for increased production is lost. I know an executive who was offered the directorship of a new company; increase in salary was 400 pounds; but he turned it down, because after deductions, he would receive only 40 pounds."

If Americans think their withholding tax is high, they should try working "down under" for awhile. For example: a single man earning 20 pounds per week (equivalent to $66 in U.S. money) is nicked $18. A single man earning 30 pounds (or $100) is subject to a slice-off of $34; if he has one dependent, $33 is deducted.

Coinmen will drool when they read that all of Australia's coin equipment is prewar, manufactured in America—some of it ten years old—and that the need for both new and used pieces is great. The only exception to the above statement is scales, which are manufactured in Australia under American license.

"Scales comprise the country's biggest operation," Weymouth said. "They are well handled, clean, well located, and well serviced."

Penny arcades thrive from early morning to late evening. "An Australian arcade is just about the same as an American one," Weymouth said. "It consists of U.S. items such as pin tables, *Chicken Sams*, fortune telling machines, *Panorams*, iron claws, etc."

The latest model phonograph Weymouth viewed was a Seeburg *Classic*, which is eight years old. "They are fairly up to date on records. One of the reasons is that Columbia has a big factory in Sydney."

American consoles, bells, and one-ball pin tables are very much in evidence in private clubs.

Cigarettes are rationed; therefore, there are no vendors. American doughboys introduced state brands and they are in demand, but importation is not permitted. Consequently, the black market in smokes flourishes.

Because of a scarcity of chocolate, bar vendors are practically non-existent. An interesting sidelight is that while peanuts are grown in that country, there are no bulk vendors.

Sugar is more severely rationed than in the United States, and that probably explains why gum and candy machines are not in the current coin picture.

Australians prefer sugar-coated gum to the stick type, Weymouth discovered.

"I would like to sound optimistic," he continued, "but the impression I received was very much to the contrary. Because the high protective tariffs in exporting wool to the United States raises the price of the

(See SCALES POPULAR, Page 17)

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PARTS
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SLOT MACHINES AND VEST POCKET CASTINGS FOR SALE

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CMI to Place Emphasis on Vending Division

LOS ANGELES — CMI's forthcoming public relations campaign will be directed at its vending division, James A. Gilmore, secretary-treasurer of the organization, told this city's jobbers and distributors at a luncheon on March 3. (At the recent show it was announced that CMI would set up three principal divisions—music, vending, and amusement—with a central means to guide them.)

The National Tax Council, which was formed at the convention, will likewise be heavily accented in the organization's program.

"The most difficult part of the vending campaign is hiring the right kind of help," Gilmore told the gathering. "As soon as that is accomplished, we will launch a full-scale program. The vending machine industry, which is still in its infancy, has grown by leaps and bounds, and in the next few years thousands of additional products will be dispensed by coin."

"Curley" Robinson, managing director of the Associated Operators of Los Angeles County, who sponsored the luncheon, thanked the association's board of directors for their excellent cooperation and presented Gilmore with a radio as a token of appreciation.

Gilmore, in turn, gave Robinson a purchase order for the 1947 Cadillac, awarded him for doing the Industry's most outstanding public relations job during 1946. "Curley didn't win it hands down," Gilmore said, in making the presentation. "From the briefs submitted, there were lots of people with notable records. The award will be an annual event. The reason for the ruling that no man can win it more than once is to bring out the talent in the Industry and give its members an incentive to work that much harder.

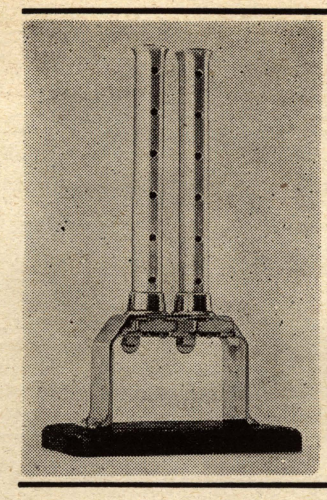
"I'm not here to talk about conditions in the Industry," Gilmore continued. "You know what you have to contend with without my telling you. The reform wave now in progress always follows wars. I predict that after this period, an era of prosperity will follow—similar to the one after War I —and after that will come a depression."

Gilmore spoke briefly on CMI's public relations work. "When we decided to form the Public Relations Bureau, we went all-out. Our aim was to do a good job or none at all. The manufacturers subscribed $150,000 a year for the campaign; associate members, numbering 700, subscribe $25 a year. Object of our program is to elevate the business to a higher level in the minds of the public."

Tom Wall, former member of AOLAC's board of directors, and a veteran operator, said that if CMI had launched its program years ago, the present "wave" would not be so intense.

"CMI's strongest point is that it acts as a central point of information and the information disseminated and circulated to men in the business aids them in establishing a precedent which can be used as a guide when similar situations arise in their specific territories," Robinson said. "The Coin Machine Industry is still a babe in the woods and is slated to be one of the ten biggest industries in the country. In fact, a circulatory letter lists it in the Big Ten now."

Gilmore left for San Francisco on March 5. After speaking to coinmen in Oakland and 'Frisco, he planned to visit Portland, Ore., returning to Chicago March 17 to clear the decks for expansion of the vending division.



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Reveal Plans for Mechanics' School

NEW YORK—The State Boards of Education and the Veteran's Administration have approved the arcade and amusement machine mechanics school sponsored by the National Association of Amusement Machine Owners. The first school will be set up in New York City with 20 veterans attending.

F. McKim Smith, president of NAAMO, outlines the tentative program as follows:

"Veterans will first undergo basic training, which consists of a 50-week course in radio maintenance and repair, including a certain amount of electrical knowledge. They will then be eligible for the 12-week course on arcade and amusement machines.

"A work shop and special room will be set up at the school containing the leading arcade and amusement machines. Guest instructors, provided by the manufacturers, will lecture and teach on their own machine in conjunction with a Board of Education instructor.

"Upon graduation, the veteran will go through a two week 'on the job' training program. After satisfactory completion of the above course, an Arcade Mechanics Certificate will be awarded, and such mechanics will quickly be absorbed by the Industry at better than average pay. Incidentally, the government pays $65 monthly to a single vet and $90 to a married veteran, besides paying the school tuition."

NAAMO undertook sponsorship of the program because of the scarcity of arcade mechanics.

Bally's Big Odd Games Getting Repeat Play

CHICAGO—While there are many tried and proved features in Bally's new multiple games, it is the big odds feature which is drawing so many repeat plays, according to George Jenkins, vice-president and general sales manager.

"Operators who have been closely watching public reaction to the Bally *Entry* automatic multiple and the *Special Entry* replay multiple report that the big odds attract those 'let's-try-it' nickels; after that, repeat play comes natural."

Bally's new multiple games feature 3-1 and 5-1 odds.

"Bouncer" Clicks Big

BROOKLYN—After returning from a West Coast business trip with enough orders to keep the factory working around the clock, Bob Scher of Skill Games Corp., manufacturers of *Bouncer*, took off for the Eastern Seaboard on a similar jaunt.

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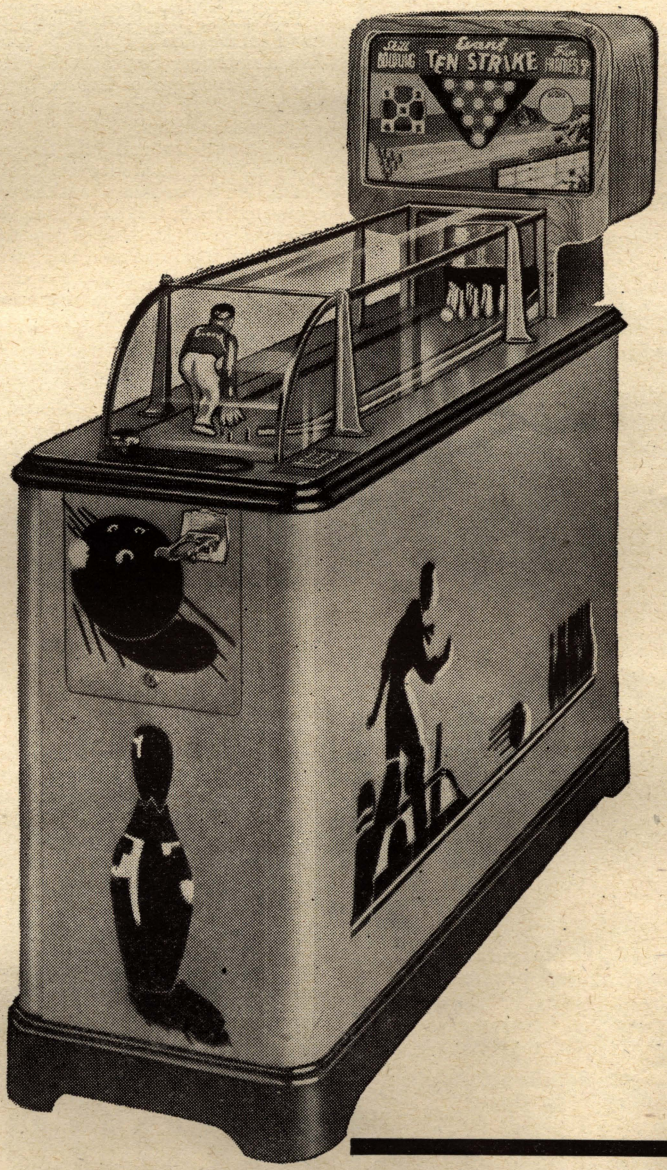

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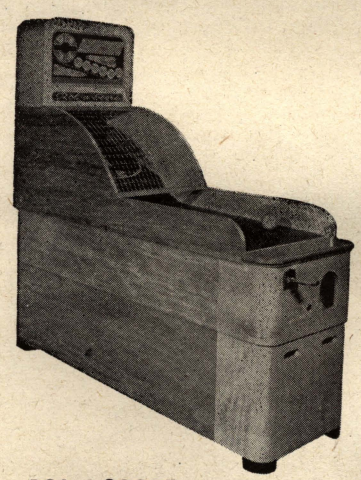

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Personality of the Month

THE REVIEW'S HALL OF FAME

Dan King, III

Are you "fed up" with the coin machine business? Do the potentialities of this vast field lack lustre? Do you find yourself bemoaning the "good old days" which you fear will never return?

If your answer is "Yes" to any of the above questions then this story is for you. It is an incredulous yarn about a fabulous, fantastic figure.

Dan King, III, started life as a ranch hand in the family's 100,000 acre tract in Kingsland, near San Antonio. He enjoyed the wide open spaces but the horizons were too narrow for a chap of his tremendous drive and ambition.

A fellow cowhand left the ranch and went into the insurance business in Oklahoma. He wrote Dan about the tremendous opportunities in that field. Dan didn't need a second hint. He packed and took off for Oklahoma where he sold hail insurance for four weeks, netting $1200 a week.

When the hail season was over, Dan returned to the ranch. But next year he was again Oklahoma-bound. After a year as salesman for a life insurance firm, he was named sales manager.

War came and Dan enlisted, spending two years in Europe with the famed Rainbow Division. Back in civvies, he formed his own company, dividing his time between Texas and California. The youngest president of an insurance firm in the state of California, he was also the most aggressive and most successful. There was no prospect too lukewarm for Dan to sell, no assignment too difficult to hurdle.

With a fine flair for organization, he formed companies, operated them for three or four years, and then sold them. By 1933, he had sold seven in Texas, Oklahoma and California, and had run his holdings into a million dollars.

Dan King wasn't satisfied with doing things the way everybody else was doing them. Do them better, bigger, faster, more efficiently, he maintained, and your profits will be proportionately greater.

Fourteen years ago he bought an airplane and learned to fly. Automobiles and trains were the mode those days, but for energetic Dan King they were much too slow.

In 1936 he went into semi-retirement. A firm believer in the "all work and no play" axiom, he divided his time between training personnel and running his organization with hunting and fishing forays. He also joined the Sheriff's Air Squadron of Los Angeles County, the first of its kind in the world, and performed yeoman service during the flood of 1938 rescuing residents of washed-out homes.

After retiring from the insurance business in 1942, he met a winsome brunette. One day he said, "Let's go for a picnic Sunday."

She stood on her doorstep, basket in hand, waiting for his car to drive up. There was a hum of motors, a diving plane, and Dan arrived, helmet in hand, ready for the party.

It was an airway courtship, which culminated in marriage with the speed of whirring propellers.

During his insurance days Dan had financed many a coin machine operator, advancing as much as $30,000 and $40,000 in a single transaction. The business intrigued him. In August of 1945 he dumped his retirement plans and embarked in the coin game as exclusive Western distributor for Pace Mfg. Co.

Western States Distributing began making history from the outset. He purchased another plane and covered the 2500 miles between Canada and the Mexican border with speed and precision. Deliveries of equipment, service calls, sales calls—all by air. In one two-week period he visited seven states and sold $100,000 worth of bell machines.

"If I had only started in this business 20 years ago," he says, "I would have made coin machine history by now. As it is, I may have been a little late, but I'm still going to do some big things."

The dynamic dynamo sat back and reached for a cigar. Although 49 years old, there is a refreshing youthfulness about his personality. Sharp blue eyes never relax in their acute observations. He speaks with a Texas tang—and like everything else, talks fast and pointed.

"The possibilities of this business are endless," he said. "Just like the automobile industry, there is no saturation point. It's a year-in, year-out proposition. And regardless of what some states might think, amusement is a necessity for society. People must and will play at something—and amusement devices offer them more good fun for less expenditure than anything else. The games industry is lucrative, interesting, clean—and I enjoy it immensely. You know, I was pleasantly surprised at the type of men in this business. They are good fellows, warm, friendly, easy to meet."

Birds of a feather flock together . . . Dan King is a welcome addition to the flock.

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Application of Two Simple Words Will Boost Arcade Earnings

The arcade man who installed a battery of machines, put up a sign, and opened the door to greet a flood of entertainment-hungry citizens during the war is a sadly disillusioned man today.

The machines are still there, and the door is still open, but volume has dropped off as much as 50 per cent. "When this recession is over, things will be back to normal," the arcadester rationalizes. "Until then, I'll just have to get along as best I can."

While the arcade man sits back listening to traffic beat a steady tattoo on the cobblestones, he is losing a golden opportunity to bolster profits. The lush war days have twisted his perspective, so that he looks outward for excuses instead of looking inward for the cause and remedy.

Two magic words, properly combined and applied, oft-times mean the difference between minor and major success. The words are "curiosity" and "free."

Curiosity is an inherent inquisitiveness, especially about things which do not concern one. To illustrate: Stand on a street corner and look up. It won't be long before you will be joined by another person. He is curious about what has piqued your curiosity. In a matter of minutes folks on all four corners of that street will be looking skyward.

If the object of curiosity is an item which is rare and different, interest will accelerate sharply. And if that magical word "free" is spoken or written in conjunction therewith, traffic congestion will ensue.

Carnivals, fairs and circuses capitalize on these words and everything they imply to such an extent that without them they could not survive as profitable ventures. The free, interest-arousing show outside the tent is the lure which brings the paying customers inside.

The arcadester has all the advantages of circus exploitation, plus one: he doesn't have to put on his free act *outside* the main show and then attempt to draw the customers in. Instead, he places his free attraction well inside the arcade, and the coin-operated devices are right at the prospect's elbow all the time.

There are a number of good interest-getters which have been used successfully in the past and which warrant the arcade man's consideration.

An old stand-by is the checker tournament, with the boards set up midway in the arcade. Prizes, purchased at a nominal cost, can be provided by the owner or in cooperation with local merchants. Advertising and promotion, announcing the contest and keeping the local populace informed on its progress, should be carried on through community papers. As many boards as desired can be set up and elimination games held at certain hours of the day or night—preferably during the arcade's slack period. Each player will develop a following and interest will mount as the finals are reached. An important by-rule is to provide for a 15 minute recess after each half hour of play. This will not only give the contestants a rest but provide watchers with an opportunity to get acquainted with the arcade pieces. Another important adjunct is a blackboard outside the arcade, on which are posted the names of players taking part in each day's competition.

A live attraction which not only intrigues the public but stimulates play—especially nut and seed vendor receipts—is the monkey. The black spider is most desirable. He is small and playful and does not have the filthy habits of the other types. The cage should be large and have a sufficiently high ceiling so that he can use his long tail to hang from the bars and swing. Spider monkeys are lively, likable little fellows, and very few people can resist the urge to feed them—hence the advantage of having nut and seed vendors nearby.

Macaws, talking parrots, and canaries are excellent permanent attractions and have the knack of building up personal followings. The appeal to children is strong, and as long as it doesn't cost a cent to see them, Junior will drag Pop along every chance he gets. Before Pop leaves the arcade, however, Junior will have spotted a few other attractions with coin chutes attached.

Macaws and parrots should be well out of reach of the public and chained to their perches, as they will bite if teased. Canaries should be placed in individual cages near a phonograph with specially selected records. A sign on the phonograph, "Drop

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a Coin and Have the Bird Sing Your Favorite Tune," has a magnetic lure. Past experience has proved organ music the best type of accompaniment.

Freaks are traffic stoppers, too, but a word of caution is in order. If children comprise a substantial segment of your trade, the type of freak should be chosen with utmost care to make sure it will not shock youngsters. Procuring oddities of this nature is sometimes difficult as top talent prefer doing their stint in side shows and museums where the work is permanent and working hours shorter. Besides acting as a "come-on" for arcade equipment, freaks usually sell photos of themselves and novelties as well, with the arcade receiving a percentage of the proceeds.

A veteran arcade man tells how to make a simple but potent crowd-gathering innovation. "First," he says, "get a table large enough to hold a good-sized gold fish bowl, with a flat bottom, or a square or oblong aquarium. The glass sides and front should be of clear glass. Have the bowl moved back and roped off so people cannot get too close to it. The top should be covered with a sheet of glass and the lid elevated about an inch above the rim of the container.

"Fill the container with carbonated water, adding red or green coloring. Then throw in a couple handfuls of old-fashioned moth balls—round ones—and watch the results. You will be asked many questions and should be ready with good answers. I used to tell folks that these were clams brought from the Red Sea, and that was why they would live only in red tinted water, the color being caused by the red salt which was sent to us from the Red Sea area.

"To bring the story up-to-date, you can say that the clams are from the Bikini area which was atomed, causing the loss of shell tissue. If this is the angle used, I would suggest coloring the water blue, explaining that the water was salted with atomically radiated salt taken from the water, which caused it to turn that color.

"The charged water and moth balls will remain active for about three hours; then the tank should be removed to a back room and refilled. The success of this come-on is never to divulge the secret. Personally I have sold the formula for fancy prices to window workers and display men, but I am giving it to readers of THE REVIEW as a gift. So please use it as a valuable secret; otherwise its value is nil."

Live music is another perennial source of fascination. One of the best is a piano player, set up on an elevated platform about a foot high, flanked by a kitty or two—the take is usually split—who also sells sheet music or records on a percentage basis. Of course, phonographs in the arcade should be kept at a distance so as not to compete.

The free scale usually spurs play for the pay scale in addition to needling gross on other equipment. Latter scale should be on the street front with a large sign stating that folks can weigh themselves inside without cost. The free scale should be placed well back in the arcade so that the man enroute to the free-weigher becomes well aware of the devices on display. In nine cases out of ten the customer, after weighing himself free, checks against the coin-operated scale as he leaves.

The customer has been lured in, he has seen and perhaps played other games, and he has spent a penny. But the thing he will remember above all else is that he got his weight free.

Sure, volume has dropped off, but no one loves a sourpuss. Regardless of how bad business may be, always welcome the public with a big smile that says more aptly than words: "Glad to see you; come in and relax awhile." Teach your change-making men and women to say "Thank you" and let them beam another big smile when they complete the transaction.

If your arcade does not feature a big sign with the words "Free Admission," get one up right away. Spend a few dollars on come-ons and before long you won't have to force that friendly smile of welcome. It'll come just as naturally as folks respond to the urgings of their innate curiosity and the magic of the word "free."

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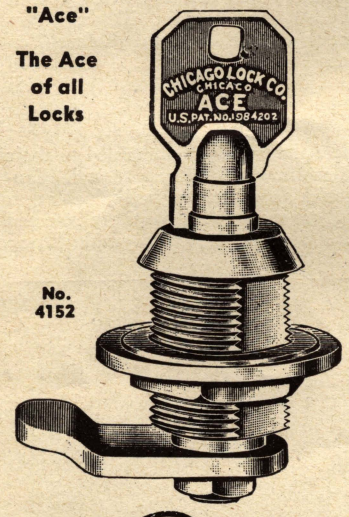

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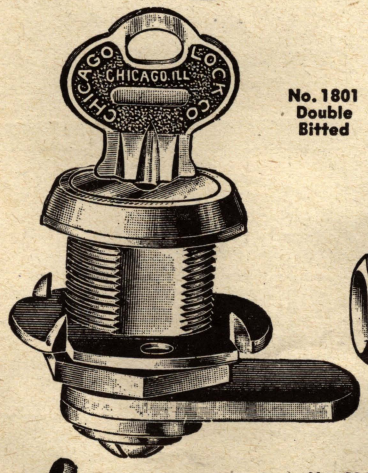

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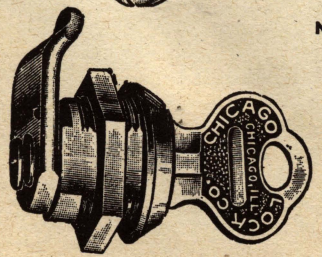

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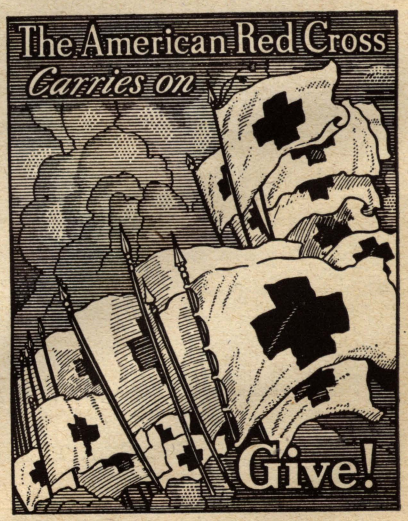

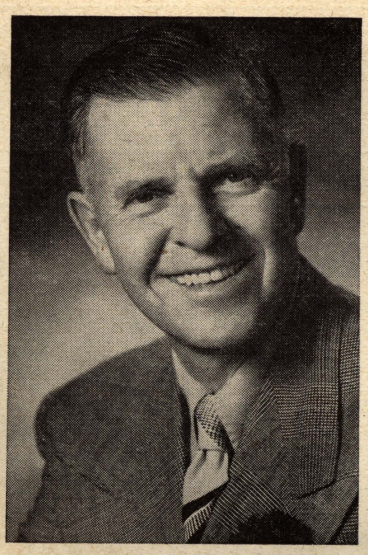

Golden Rule Still Glitters For Laymons After 25 Years

The bossman called me into his office and said: "One of the most interesting stories in the Industry is right at our back door. I mean Paul and Lucille Laymon. Not only have they been active in the business for 25 years, but square foot for square foot there are very few firms in the country who do as much volume. Take a run up to their place and get a story."

Hah, I thought, this will be a breeze. I knew the Laymons are about the friendliest, most congenial coin folk I ever met. I knew they always cooperate wholeheartedly with the press. Because they have been in the business for a quarter of a century, it would not be necessary to dig through countless files in search of missing details.

The man who sticks his head into a bee hive is to be pitied, but the newshound who puts his head into the Laymon establishment and expects to receive undivided attention for 15 minutes is a dreamer due for a rude awakening.

Thus began the interview-by-installment, whose fragments have been fused together in the interests of non-stop reading.

The life and times of the Paul Laymons follow two well-defined lines: except for Venture One, they have always conducted a huge volume of business in amazingly small quarters; and since their marriage 30 years ago, they have always teamed together in business and social affairs.

Paul Laymon hails from Kokomo, Indiana. His father owned a vegetable and chicken ranch and for 34 years ruled the roost at Laymon's Corner, which included a retail bakery, meat market, grocery store, and fruit and vegetable wholesale house. Volume has been a byword in the Laymon way of business. One year grocery sales reached a total gross of $469,000.

In 1915, Lucille Riley, assistant principal of Goldsmith High School in Kempton, Indiana, was visiting friends in Kokomo and met young Laymon. It wasn't long before the 18 mile stretch between Kempton and Kokomo was being traversed with rapidity and frequency, culminating in a bell-ringing ceremony in 1917.

That was the beginning of an idyllic marriage which romanticists dream about. For 30 years they have worked, lived and played together—as near perfect a team as any mortals can hope to equal.

Lucille quit as assistant principal and joined her bridegroom in Laymon's Corner as bookkeeper. About this time the chain stores were making heavy inroads into the territory. The elder Laymon had stored huge stocks of merchandise, purchased at high cost in the days of scarcity, and when selling prices began to plummet, he sold the stores, retaining the 27-acre farm which he and Paul continued to run for several years.

After his father's death, Laymon decided to take a fling at the retail shoe business. This lasted two months—then back to fruit and vegetable wholesaling.

Those were the days when stories of the Florida real estate boom were booming all over the country. The Laymons decided to throw their hat into the ring and try for a killing, but when they arrived in Florida in 1921—in the company of Phil Walters (a clothier), and his wife—the peak had been reached and was heading toward ebb-tide.

Paul scouted around for a business location. He tried to rent store space but found it scarcer than a $200-a-week phonograph spot. Finally he made a deal with the proprietor of a bicycle shop whereby the man agreed to partition the place and give the Laymons half. The bicycler had some restaurant fixtures he wanted to sell and Paul decided to buy them for a new enterprise: restauranting.

There were three cooks: Mrs. Laymon, Mrs. Walters, and Paul. "We gave our customers the best of food and service." he recounts, "and it wasn't long before we were serving the elite of the city."

After a year the Laymons, thirsting for new horizons, sold out and bought a homemade candy concern. The store was small but volume was tremendous.

Ere long there were three stores in the chain: two in West Palm Beach, one in Palm Beach.

Phil Walters had gone back to Kokomo, and while there heard about A.B.T.'s one-cent *Target*. One of the owners of A.B.T., a man named Bechtol, lived in Daytona Beach. Knowing that the Laymons had an insatiable interest in the new and different, Walters referred Paul to Bechtol, and shortly thereafter, the Laymons had a sideline—two of them, in fact: the penny *Target* and a five-cent combination music machine and bell. The customer could play the game of chance and hear music emanating from a paper roll piano attachment at the same time.

The Laymon coin operations began branching out; candy gross was sweeter than their fondest hopes. Then came the hurricane. Beach locations, where most of the music-bell machines were located, were assaulted by 32-foot waves and billows of sand. Machines were gutted, *Targets* water-logged, one candy store wrecked, and the others were damaged. Summer, the slack season for candy retailing, was approaching. Because of the cumulation of adverse circumstances, the Laymons decided it was time for a change. They sold their merchandise and went back to Indiana.

Bechtol was in Chicago. He asked the Laymons to drop over and help settle a bet. It seemed that he and Walter Tratsch had a wager about whether there was any more virgin territory for *Targets*. The Laymons took to the road to decide who was right.

Their Midwest sojourn met with failure until they reached Burlington, Iowa, which was wide open terrain.

Their routes were worked on the "horseshoe" principle. They placed 50 machines in one town, then went on to the next, returning to the starting point two to six weeks later. At that time they removed

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the games on location and placed them in new spots, thereby keeping play at high level. Mrs. Laymon counted the pennies and made collections; Paul repaired and serviced the machines.

They commenced selling routes to other operators, and by the time winter had arrived, their last chain of games had been disposed. Then they headed back to Chicago.

But there was no rest for the weary Laymons. Walter Tratsch needed closer supervision of games shipped to New York. The "team" not only supervised but operated them in New Jersey, Pennsylvania, and New York State.

After two years, play petered. Again winter was icing in and once again the Laymons returned to the Windy City.

Greeting them upon their arrival in 1928 was a new game: a miniature automatic pool table, which offered five balls for a penny. It had a scoring device, pockets, cloth facsimile of a standard billiard table; balls were shot from a gun. The cabinet, set on a stand, was walnut; price was approximately $125.

Paul was asked to see what he could do about placing them in the immediate vicinity, but close observation revealed some mechanical defects, so he set to work unwrinkling them. After considerable experimentation, he started operations, building up a route of 400.

The factory was receiving large orders from California and they decided that perhaps this lucrative territory could stand some looking into. They dispatched their ace route builders to the land of the Sunny West, where they placed 200 pool tables and a sprinkling of *Targets*. The weather was ideal, the people were human and earthy, and business was good. The Laymons relaxed and settled back under the palms. They had finally found their home.

The Chicago ticker, however, started clicking again. Laymon was assigned the job of surveying, operating and wholesaling in New York and placing pool tables on location.

The "big play" games at that time were a pistol machine by Seeburg and Stoner's *Aristocrat*, a five-ball pin game. Former was about the size of a digger, had a rotating belt, and on the belt were metal animals with holes in the middle and prizes on top. When the player hit the target, the prize dropped into the chute.

While the bright lights of the Big City failed to captivate the Laymons, the siren voice of the West gently but persistently wooed them. Finally they succumbed to the lure of the Sun State, and in 1933 established an office on South Hope St. in Los Angeles.

Besides operating the regular A.B.T. line of games, they specialized in selling A.B.T. coin chutes. Inasmuch as California was emerging as a major manufacturing area, the demand for chutes was great and sales at the Laymons were likewise.

Those were the days when Harry Williams invented *Contact*, one of the reigning favorites in coin history, manufactured by Fred McClellan. *Major League* was born in Southern California and flourished throughout the country.

Fourteen years ago the Laymons moved to Pico Boulevard. Their mushrooming distributing business reached such proportions that they ceased operating and concentrated on jobbing.

The Laymons are exclusive Bally distributors for Southern California, Arizona, Southern Nevada and the Hawaiian Islands, besides handling a wide variety of diversified lines.

The secret of their tremendous volume of sales? Thumbs down on the policy of robbing Peter or anyone else to pay Paul a profit. "We try to do business on the Golden Rule standard," he said. "Give customers their money's worth; do repair work just a little better than the next fellow; refinish games to make them look as clean and new as possible."

As everyone knows, shortage of materials is hampering full-scale manufacturing. However, Laymon believes that when the kinks are smoothed out, new markets will have to be cultivated to take care of supply—especially markets for used equipment.

"The hurry-up demands of war speeded production via the assembly line and output of equipment is due to swell to heretofore unreached heights. I think the answer is to expand the export market. Already there is an upward swing in this direction."

In the early days of coin-gaming, there were no backboards or lights. "Games have become more animated, more streamlined, and present greater play-appeal. An important trend apparent during the last decade is improved cabinets, sized to fit any location."

It was about this time that Mrs. Laymon went to lunch, four operators walked in, both phones shrilled simultaneously, and your reporter scurried for the nearest exit.

March of Nickels Joins "March of Dimes"

CHICAGO—The 1947 Coin Machine Show has been posted in the ledgers of history but the coins roll merrily on.

Gross proceeds from Automatic Dispensers' soft drink machine on exhibition at the Sherman, have been turned over to the National Foundation of Infantile Paralysis.

SCALES POPULAR

(Continued From Page 9)

product to a marked degree, America is importing less and growing more. That is aggravating Australia's tight economic situation."

En route to Australia, Weymouth stopped over in New Zealand, and reports about that country are as follows:

"Scales are the main coin-operated item there. The country is under a socialistic regime, and the government provides ten shillings per week (about $1.60 in U.S. currency) for every minor child. Some of the natives have large families; with ten children and an allotment, plus a little fishing, a man and his family can get along fairly well."

Practically every shoe store in Australia has a fluoroscope device—and that brings forth a suggestion. "In that country the fluoroscope, which is the best method for properly fitting shoes, is used by practically every shoe store. Over here measuring sticks predominate. Why not a coin-operated fluoroscope machine for shoe stores in the U.S.?"

Weymouth believes that the Industry "down under" is very much in its infancy. "Twenty years ago scales and chocolate bars comprised the total bulk of the trade. When the day of improved financial status arrives and imports are permitted, Australia will be a lucrative market."

Cooley Death Mourned

CHICAGO—The nation's coinmen were deeply moved by the passing of Arthur V. Cooley, executive vice-president of Bell-O-Matic Corp.

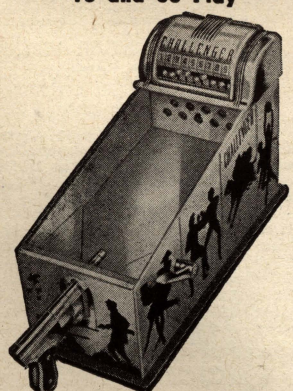
Cooley's noteworthy coin career had its inception in 1922 with the Mills Novelty Company.

Now Delivering

The NEW A. B. T.

CHALLENGER

1c and 5c Play



The most popular Skill Counter Game ever made. For every location. Players can't resist shooting Army type pistols. They challenge each other to constant play and they bring you enormous returns.

$65.00 each

Lots of 25	$60.00
Lots of 50	55.00
Lots of 100	50.00

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

AHEAD OF THE REST—WITH THE BEST IN THE WEST

Machines thoroughly cleaned, reconditioned and ready for location.
TERMS: 1/3 deposit, balance C.O.D. or Sight Draft, F.O.B. Salt Lake City.
When possible, state second choice when ordering.

NEW EQUIPMENT

Mills Constellation Phonograph	Write	Champion Basketball	$ 59.50
Mills Golden Falls & Black Cherry	Write	Kicker & Catcher	49.50
Mills Vest Pocket & Q. T.'s	Write	A.B.T. Challenger	52.50
Chicoin Kilroy	$279.50	Daval Free Play	75.00
Chicoin Basketball Champ	499.00	Columbia Deluxe Bell	209.50
Daval Best Hand	59.50	Ace Coin Counter	139.50
Walters Auto. Punch Board	Write	Lucky Strike Counter Game	32.50
Gottlieb 3-Way Gripper	39.50	A. & E. Bank Ball, 12 ft.	495.50
Columbia Twin Jackpot Bells	145.00		

USED ARCADE EQUIPMENT

1 Bally Defender	$ 56.00	2 Evans Tommy Guns	$ 98.00
1 " Bull	47.00	2 Evans Super Bombers	63.00
1 " Racer	22.00	1 Exhibit Rotary Merchandiser	190.00
1 " Rainbow Pencil Vendor	52.00	1 " Bicycle '42	74.00
3 " Rapid Fires	39.00	2 " Punching Bags '42	38.00
2 " Sky Battles	49.00	4 " 1c Card Vendors—Late	26.00
1 " Torpedo	62.00	1 " Wizard Pen 5c	78.00
4 Muto. 5c Card Vendors '44	49.00	1 " Shoot-A-Lite	18.00
1 " 1c Card Vendor	16.00	5 Keeney Anti Aircraft Br.	18.00
1 " Career Pilot	79.00	4 " Air Raiders	44.00
1 " X-Ray Poker	36.00	3 " Submarines '42	55.00
2 " Sky Fighters	152.00	4 " Supreme Shoot Tokyo	39.00
1 " Voice-O-Graph	367.00	1 Scientific Batting Practice	96.00
1 " Ace Bomber	112.00	1 Seeburg Shoot the Chutes	49.00
1 " Photomatic '42	446.00	1 A.B.T. Six Gun Airomatic Rifle Range—Latest Model	396.00
3 Astrolograph 10c Vendors	60.00	1 Poker Joker	29.00
1 Basket Ball Jr.	63.00	3 Shipman Select-A-Views	39.00
8 Mills Quarto Scope Peek The Best Working Peeks Made	59.00	8 1c Peeks	32.00
1 Mills Panoram	249.00	4 Quacken Bush Dart Guns	29.00
1 Rock-Ola Ten Pins	49.00	1 Smile-A-Minute Photo Studio	224.00
2 Jennings Blue Books 4000 10c Books with each machine	89.00	2 Test Pilots '42 Like New	59.00
		1 Panoram Solovue Peeks	249.00

ONE BALL PIN GAMES

1 Bally Blue Grass F. P.	$ 59.00	5 Bally Longshots	$ 63.00
1 " Sports Special F. P.	76.00	1 " Race King	29.00
1 " Club Trophy F. P.	89.00	2 Keeney Fortune P. O. & F.-P.	48.00
1 " Dark Horse F. P.	79.00	2 " Winning Tickets	29.00
1 " Record Time F. P.	99.00	1 Western Center Smash	29.00
2 " Grand Nationals	29.00	1 Hi-De-Ho Pacific T. or P. O.	29.00
1 " Jockey Club	179.00	3 Mills Spinning Reels	29.00
2 " Kentuckys	86.00	2 Stoner Zippers J. P. or P. O.	29.00
1 Derby Day	29.00		

CONSOLES

2 Baker Pacers	$ 99.00	1 Mills 5c Four Bells Original Head	$220.00
1 Jennings Derby Day	59.00	2 Pace Saratogas	29.00
2 Mills 5c Four Bells Late Head	397.00		

FIVE BALL FREE PLAY GAMES

1 Fleet	$ 39.00	1 Red Hot	$ 24.00
1 Play Ball	31.00	1 Big Six	29.00
1 All American	39.00	1 Broadcast	36.00
1 Big Chief	32.00	1 Jolley	26.00
1 Lancer	29.00	1 Miama	21.00
1 Keep Em Flying	92.00	1 Stars	59.00

SLOTS

1 5c Pace Deluxe Cherry Bell	$176.00	36 New Mills Slot Cabinets	$ 4.00
3 1c " Bantams (S. J. P.)	29.00	1 10c Mills War Eagle	109.00
1 5c " Comet	39.00	1 50c Jennings Gooseneck	98.00
1 10c " Comet (S. J. P.)	52.00	1 5c " Duchess	38.00
1 5c Mills Black Cherry	185.00	1 10c " Chief	72.00
1 10c Mills Black Cherry	195.00	1 5c " Chief	64.00
1 10c Mills Bonus	225.00	1 5c " Gooseneck	32.00
1 5c " Blue Front	99.00	1 1c " Arrow	28.00
1 5c " Roman Head	39.00	2 1c " Little Dukes	32.00
1 10c " Gooseneck	24.00	1 5c Watling Rolatop '46 Brand New in Original Crate	155.00
2 5c " Gooseneck	12.00	1 10c Watling Rolatop '46 Brand New in Original Crate	171.00
1 25c " Gooseneck	28.00	2 5c Watling Rolatops	62.00
1 5c " F. O. K. Vendor	72.00	1 5c " Blue Seal	36.00
2 1c Front Vendors	13.00	1 10c " Blue Seal	44.00
3 5c Superior Bells	19.00	1 25c " Blue Seal	67.00
1 25c Superior Bells	39.00	1 10c " Rolatop	68.00
3 5c, 10c, 25c Columbia Bells	48.00	1 25c " Gold Award	62.00
1 5c, 10c, 25c Chrome Columbia Bell	69.00	1 5c Cadet Caille	19.00
5 5c Mills War Eagles	69.00	2 10c " "	24.00
5 50c Pace Deluxe Chrome Bells, Brand New in Original Crates	395.00		

MISCELLANEOUS

1 Baker Pick Pack	$ 9.00	9 Mills Ticketts	$ 19.00
3 5c Bally Reliance	42.00	1 Jennings Grandstand Cig. Reels	12.00
1 25c Buckley Bones	44.00	1 Topper Gum Vendor	5.00
4 '46 5c Nut Vendors, Los Angeles Mfg.	11.50	1 Astrology Model 80 Scale	79.00
1 Mills Candy Bar Vendor	55.00	1 National Health Chart Scale	49.00
1 Stewart McGuire Cigarette Vendor	55.00	1 Pace Lowboy Scale	54.00
1 Out of This World Speaker	159.50	18 Packard Pla-Mor Boxes, New	34.00
1 Flashing Thru	5.00	30 " " " Used	21.50

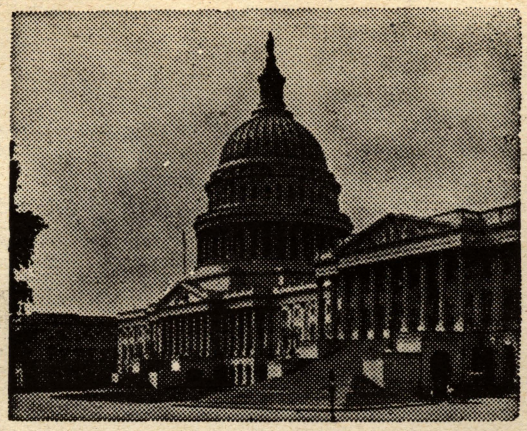
STEWART NOVELTY COMPANY

WHOLESALE DISTRIBUTORS

1361 South Main Street **Telephones: 7-8171, 7-1195**

SALT LAKE CITY, UTAH

From The Nation's Capitol



Reported by
ROY S. RAMSEY

Coin News in Spotlight

With the Republican split slowing Congress to a walk and the government bureaus afraid to move for fear of inviting budget cuts, local coin news is grabbing the spotlight from the national scene. Washington coinmen are up in arms over a proposal to slap a twelve-dollar license fee on all coin-operated amusement devices. The proposal was aired at a recent public hearing before the District Regulations Committee along with a restriction which would ban the use of coin machines (except phonographs) by school children during school hours.

Ira T. Byram, Jr., general manager of the Silent Sales System, told the Committee that the proposed fee "will add another straw to the back of a camel that is just about to break." The industry, he said, cannot stand another penny of expense.

A spokesman for the local Federation of Citizens Associations retorted that, "whatever problems the Industry may have, the problems of the District government are much greater if it is to meet its budget." Referring to the attempt by the American Federation of Musicians to get a percentage of automatic phonograph receipts, the spokesman asserted, "everybody knows that Petrillo is the man who may bankrupt the Industry."

Lawyers for the District government stated that music machines were included in the proposed license fee because of the expense of inspecting their electrical installations, especially those of the remote control type.

William R. Lichtenberg, attorney for the Washington Coin Machine Association, testified that the Industry would accept the ban on use of coin machines by school children between the hours of 8 and 3, but protested a proposal by a citizen group which would extend the ban to 4:00 p. m.

If finally accepted by the Regulations Committee, the license fee and school hour ban will be submitted to Congress. Coinmen will then have a chance to repeat their arguments before both the House and Senate District Committees later in the year.

Court Upholds 5-Balls

Elsewhere on the local scene, five-ball coin machines have been cleared of the label "gambling games" by the Washington police department which has been conducting a vigorous campaign against gambling in the Nation's Capital. Police acceptance of the machines is an outgrowth of a recent District Court of Appeals decision holding that the five-ballers are a game of skill.

Five-Cent Music Remains

Music machine operators elsewhere in the country may be rapidly shifting to ten-cent play, but here the price has so far remained at a nickel, despite falling grosses. A spot check by this reporter of locations in near-by Maryland and Virginia suburbs indicates that these spots are also sticking by the old price.

Cities Adopt Cig Tax

Local headquarters of the U. S. Conference of Mayors reveals that special cigarette taxes are being rapidly adopted by hard-pressed cities in an attempt to relieve their financial burdens. St. Joseph, Mo., joined the group last August with a tax of $1.00 a thousand. Miami's new levy is expected to bring in over $600,000 a year. Denver has upped its tax from one cent to two cents per package. First large cities to adopt this type of tax, according to the Conference, were Kansas City and New York City which slapped on the levy in 1938.

Local city fathers are expected to follow suit some time this year with a one-cent tax, while Maryland legislators are talking up a state-wide fee of two cents per package.

Scientific Machine Corp. Resumes Production of Games

NEW YORK—Ham and eggs . . . pork and beans . . . Sterling and silver . . . Scientific and *Pokerino* . . . So successful has been this amusement game and so many have been placed on location, that the name of the game and its manufacturer are synonymous everywhere.

Scientific Machine Corp. is now clearing its production lines for more hit games, the first being *Field Goal,* soon to be released.

Founded in 1931 by Max D. Levine and Fred Hailparn, Scientific has played a vital role in expanding the arcade and amusement industry. Among its many "firsts" was the Industry's earliest light-up pin table.

Nuptial Note

OAKLAND—A. H. Bouterious, general manager of Mills Sales Co., Ltd., returned from a business trip to Las Vegas in time for the bell-tolling ceremony of bookkeeper Evelyn Crenshaw and Byron Lenarose.

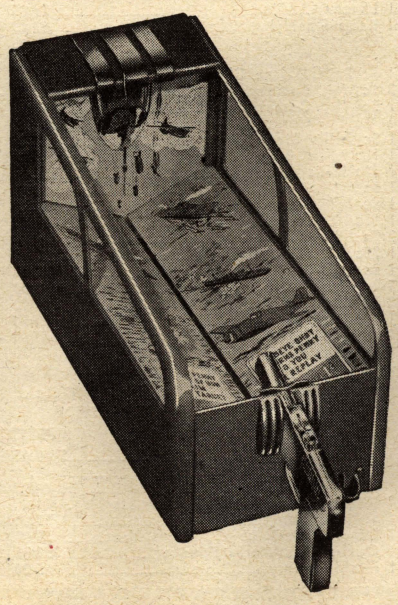
COUNTER GAME HIT
STYLED for PROFITS
by
DAVAL
SKILL THRILL

Compact, fast-action counter game thriller! Gathers the pennies fast! Jam-proof pistol shoots actual pennies. Plenty of competitive appeal!

Legal Everywhere

$57.50

IMMEDIATE DELIVERY



C. A. ROBINSON & COMPANY
2303 West Pico FEderal 1810 Los Angeles 6, Calif.

"TOTAL ROLL" OPS!

STOP RUBBER WEAR WITH
MACHINED STEEL POSTS

Put an end to lost earning power due to split and broken rubber . . . eliminate needless service calls for rubber replacement . . . stop wasting valuable time stripping in new rubber!

How? By installing our new Machined Steel Posts equipped with rubber cylinders. A set of 6 installed in 30 minutes will last for a minimum of 6 months of heavy play — and rubber cylinders may then be replaced—right on location—in a few seconds and for only a few cents.

MACHINED STEEL POSTS

improve the appearance of your playboard, will save many damaged arches, put new zip in the game's action. Try a set—you'll want them on every TOTAL ROLL you operate.

Complete Set of 6 Units with Instructions for Installing—

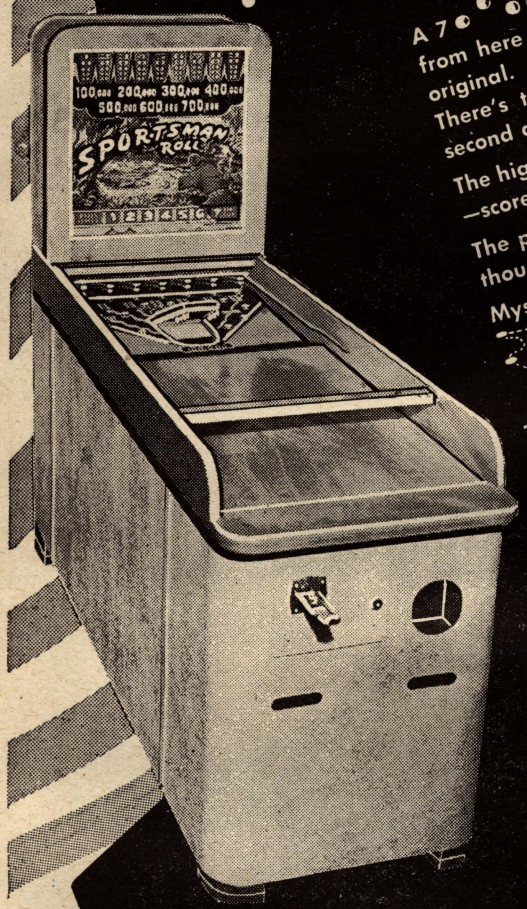
$5.75

Come in Today!

—SEE—

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

for Profits ...Install SPORTSMAN ROLL for fun ...Read How You Play It



A 7 ball roll-down game—but from here on everything else is different and original.

There's terrifically fast action every second a ball is on the playing field.

The highest scoring game ever released —scores up to 790,000!!

The pockets give ten to forty thousand points on each roll.

Mystery buttons scattered around the board make 10,000 to 50,000 points each contact. A ball can hit them 3, 5, 10 times before settling in a pocket.

Then there's a skill hole worth 40,000!! If you have enough skill to get in that, an alligator in front of the hole opens its jaws. A ball in the alligator means 100,000 more in the scoring.

Fun? They'll yell their heads off in excitement when they play **SPORTSMAN ROLL**

And

YOU'VE NEVER SEEN A CABINET LIKE THIS!

The Most Daring Departure In Cabinet Construction Ever Made!! A new and unusual material that looks and feels like a leatherette finish, but it's different—much better, much stronger.

Aside from greater eye appeal, this new cabinet is:

Far Lighter In Weight Than Wood
Easier To Handle
Easier And Less Costly To Ship

ORDER TODAY! INSTALL IN YOUR LOCATIONS THIS HIGHEST MOST ORIGINAL SCORING, GAME EVER RELEASED.

CAN OPERATE ANYWHERE

SQUARE AMUSEMENT COMPANY

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Phone: Circle 5-5240

Established 1919

Al Schlesinger
88-90 Main St.
Poughkeepsie, N. Y.
Phone: Poughkeepsie 5710

What's Going on in the UNITED STATES

Kansas City

Business is holding up fairly well in this territory despite heavy snowfalls. Operators from out of town, in a number of cases, have been busy spotting new locations and ordering merchandise. Added interest in vending has been shown here by operators by the rather heavy purchase and installation of nut and stamp vendors and the like. Candy, gum, nuts and other vending food specialties are arriving in sufficient quantity to just about absorb the demand.

Victor Roose, Automatic Coin Machine Co., is happy over the amount of Packard phono business coming in by salesmen, long distance telephone and mail. "What makes it fine is that we're getting enough Packards to fill this growing demand," he reported. "Our repeat business is especially gratifying and we're looking for an unusually good turnover during the next few months." Clarence Owens, formerly associated with the Aireon factory, is a new service man recently added.

Harry Silverburg, W-B Music Co., has taken on the new coin-operated RCA radio and also a new salesman, Alvin Capito.

Curtis Driver, who recently opened up a new Launderette on Troost, reported his volume of business up to expectations.

With printed signs emphasizing that players are spending their nickels "For amusement only," marble machines have been placed back in operation in most of the usual locations in Kansas City, Kansas.

Bill Dunfee, Bill's Amusements, told of loss by fire of two automatic phonos, 15 wired boxes and two marble tables at a location on 71 highway. The loss was covered by insurance.

News and Views for February carried a long illustrated feature on the new Advance Model Dr. Pepper *Vendolator*. "The new *Vendolator* is, in all probability, the finest, large-capacity, single-flavor, bottle vendor manufactured today," said the story.

Jerry Ward, Brown Music Co. record sales girl, recently married a local man, Danial Akers. Archie Kepford, salesman, and Mildred Wade both had birthdays the same day, March 8.

Randolph C. Walker has announced his resignation as president and general manager of the Aireon Manufacturing Corp. He will retain the title of chairman of the board of directors. No new president has been named. Six months ago he resigned as president of the company-owned plant at Slater, the Cinaudagraph Speakers, Inc. There also he remains chairman of the board of directors.

The Music Service Co. was recently incorporated, according to Frank W. Murray, who also reported his partner, Edward James Nettle, recuperating at a local hospital.

Advance Music Co. has installed a new refinishing department which will renew old cabinets. The operators Dave Fleider has contacted reported collections normal for this time of year. He gave a pat on the back to Roy McDaniels for his installation work at Marshall and also stated that Victor Morgan of Baxter Springs has shown a good increase in establishing locations for Aireons.

While in Chicago recently, Irwin Weiler of Consolidated Distributing Co., was impressed with the Williams' *Tornado* marble table he saw demonstrated. Before flying to Springfield to see Wallace Young, who is doing unusually well with almond vendors, he told of enjoying the visits of Johnson Holmes, Automatic Vendors, Manhattan, and Nathan Weiner, a local operator who is getting very good distribution on postage stamp vendors at chain stores. Lloyd Bowers, Kriesch & Bowers, Sedalia, must be stepping on the gas also, as this firm has been buying a number of machines from Consolidated.

Dev Thatcher

Portland

James A. Gilmore, secretary-manager of CMI, spoke before a group of operators, distributors and jobbers at the Heathman Hotel, outlining plans for CMI's public relations program. Refreshments were furnished by the following local distributors: Jack R. Moore Co., Mills Sales, Western Distributors, M. S. Wolf Distributing Co., and Columbia Music Co.

Recent Portland callers included Walter Antram, Empire Music Co., Pendleton; Vern Raw, Seaside; Ray Richards, Reedsport; Rex Godding, Grants Pass; Victor Davis, Silverton; Alan Dibble, Kelso; Harold Rouse, Goldendale; Don Waltz, Seattle; C. H. Hennings, Unity; Jack Miller, Seattle; William Alger, Grants Pass.

Ex-Portlander Johnny Trambitas, now permanently located in Seattle, dropped in for a week-end visit with local coinmen.

Seafood dinners are one of Bill Wolf's weaknesses, and he never fails to have one when in or around Portland. Mrs. Wolf and W. H. Smith, comptroller for the company, accompanied him on the trip.

Roy Davis, Portland's largest rebuilder of coin equipment, has changed the name of his company, Ideal Electric Service, to Louray Amusement Co.

The "buyer's strike" is the result of mass thinking by the public, instigated by the press and radio, according to A. M. Moss, manager of the local office of M. S. Wolf Distributing Co. "People are funny. They not only do what they are told, but in most cases think as they are told. A typical case of mass thinking has swayed the public into the general thought that we are in the middle of a buyer's strike. You can term it as you will, but frankly speaking, to me it's a lot of baloney. Theories have been offered, ideas have been explained, but the general opinion of the heavy thinkers is that the general public has been told what to think.

"Kopy Kat"

BUY MONARCH ALWAYS—IT PAYS ALL WAYS!

5-BALL FREE PLAY	LEGAL EQUIPMENT	CONSOLES
PIN GAMES BY:	Basket Ball (Chi Coin)	Bally De Luxe Draw Bell, 5c
	Boomerang (Amusematic)	Bally De Luxe Draw Bell, 25c
WILLIAMS	Jack-Rabbit (Amusematic)	Bally Triple Bell
	Score-a-Barrel	Evans Consoles (All Models)
CHICAGO COIN	Grip-Vue	Mills 3 Bells
	Pop Up	
EXHIBIT	Ace Coin Counter	
	ABT Challenger	
GOTTLIEB	ABT Target Stands	ONE BALLS
	Silver King Peanut Vendors	
UNITED	Skill Thrill (Daval)	Bally Entry
	Best Hand (Daval)	Bally Special Entry
BALLY	Gottlieb 3-Way Gripper	Gottlieb Daily Races

For disposal at BARGAIN PRICES—500 PIN GAMES, Reconditioned. Send for List.

BRAND NEW SLOTS — WRITE FOR PRICES!

MILLS BLACK CHERRY BELLS
MILLS GOLDEN FALLS
MILLS JEWEL BELLS
JENNINGS STANDARD, BRONZE AND DE LUXE CHIEFS
JENNINGS SUPER DE LUXE LITE UP CHIEFS
WATLING ROL-A-TOPS

} 5c-10c-25c-50c PLAY

GROETCHEN COLUMBIA STANDARD DE LUXE MODELS, MILLS VEST POCKETS, DAVAL'S FREE PLAY, MILLS 25c Q. T. GLITTER GOLDS.

Write for Complete List

MONARCH COIN MACHINE CO.

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Packard Manufacturing Corp.
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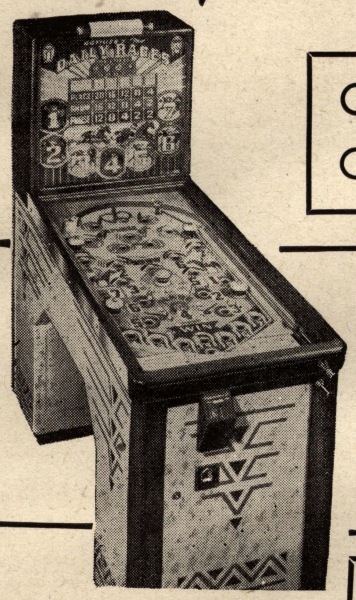
Williams Manufacturing Co.
International Mutoscope Corp.
United Manufacturing Co.

Phoenix Distributing Co.

611 West Washington St.
Phoenix, Arizona

"Open the door" with **GOTTLIEB GAMES**

Operators of Gottlieb Equipment HOLD and CONTROL the finest locations in America!



DAILY RACES

One-Ball, convertible to fast 5-Ball Play. Changing Multiple Odds. Available in Payout or Replay models. Number One in 1-Ball Earnings!

MISS AMERICA

5-BALL FREE PLAY. Adapted from your favorite, Stage Door Canteen, with all of Canteen's great features plus extras that build big play! See the new Ball Back feature!

"There is no Substitute for Quality!"

De LUXE
GRIP SCALE
Consistently Best Since 1927!

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection
MEMBER

ORDER FROM YOUR DISTRIBUTOR

D. GOTTLIEB & CO.

1140 NORTH KOSTNER AVE. CHICAGO 51, ILLINOIS

TWENTY YEARS OF LEADERSHIP

Houston

S. H. Lynch & Co., Dallas, has exclusive franchise in six Southwestern states for the RCA coin-operated radio. The radios will be located mainly in hotel rooms and tourist courts. According to A. A. Sage, Houston branch manager, S. H. Lynch secured the following decision as to taxation on the coin operated radios: an initial two per cent sales tax (about $1.40) per set will take care of everything. There will be no further taxes of any nature on the sets.

The outstanding local trade transaction of the month occurred when the operating firm of Taylor & Steele purchased the complete music operations and all equipment of Leslie Music Co. Taylor & Steele was organized less than two years ago and bought out several established operating firms last year.

A group of leading music operators sort of unofficially gave your REVIEW correspondent the chore of rounding up the boys for a session of eating, drinking and good fellowship. Every operator contacted, except one, was heartily in favor and the sooner the better, said they. Plans were immediately completed for the first meeting which will be reported in detail next month. Similar monthly meetings were held here before the war. Besides being very enjoyable affairs, they were extremely beneficial to the music operating industry. A different system of financing will be used. Each person will pay $1.50 in advance. If he is unable to attend, he will be refunded $1.00.

Johnnie Johnson and A. A. Sage, service manager and manager respectively, for S. H. Lynch & Co. Houston branch, were recently admitted to the local chapter of S.P.E.B.S.Q.S.A. For the benefit of the ordinary reader, those letters stand for: Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America. Briefed for common usage, it is plain Barber Shop Quartet Singing.

A. W. Crosson and Jean Davis, acting manager and salesman at Houston's Decca branch, attended a manager and salesman's meeting in New Orleans recently. . . . Allen Parkinson of Mercury Radio & Television Corp., Chicago, a recent visitor in search of new hillbilly artists. . . . C. O. (Red) Harrington, Harrington Amusement Co., reported business so good that if it gets any better he'll be making too much money to be happy and that wouldn't be so good.

John G. Wright

Boston

Since the big show at Chicago, Associated Amusements have had a tremendous increase in business. They are making preparations for a formal open house to display the new Mills phonograph. Associated is national factory distributor of a new counter game, *Champion Basketball.* Orders received at the show have been shipped. The factory at Beverly, Mass. is in full production.

Wedding bells will ring in the near future for Miss Anita De Soto, the charming secretary of Ed Ravreby, head of Associated Amusements. The fortunate young man is George E. Finnegan, pilot for Eastern Air Lines.

Recent visiting operators buying equipment in Boston included V. Davignon, Woonsocket; Fred Papolas, Waterville; Harold Kaplan, Springfield; Ed Blanchard and C. J. Chaplain, Webster; H. Powers, Providence, and Paul Bianco, Springfield.

Expressions of deep sorrow were heard on the passing of Art Cooley, executive vice-president of Mills Industries.

Bill Hamel, Concord operator, is back at his huge furniture mart after a trip to the Southland. He was formerly with Hamel Distributing Co., which has been sold to John A. McIlhenny, distributors of the Packard music box.

Hi-jacking a sedan-type truck of the Automatic Sales Co., containing $300 worth of cigarettes, thieves abandoned the truck a few blocks away. Police found that the truck still contained about two-thirds of its original load. Earl L. Leonard, driver of the truck, told police it was stolen while he was in a store on Main St. filling a vending machine.

David S. Bond, president of Trimount Coin Machine Co., attended the opening of General Vending's beautiful new building and showroom in Baltimore. He says there were 800 visitors, including a number of factory representatives and distributors from all parts of the country. On the return trip he stopped at Philadelphia to see I. H. Rothstein, of Banner Specialty Co., Joe Ash and Sam Stern, all distributors; at New York to call on Al and Dave Simon; at Hartford to visit George Hurwich and Abe French.

Dave Bond says that the principle of Keeney's *Big Parlay* is entirely different from any other one-ball, and that there is still an active demand for Keeney's *Super Bell.* Trimount is exclusive Keeney distributor for New England.

The trade is waiting for the arrival of Williams' *Tornado,* Gottlieb's *Magic* and United's *Havana.*

"Business is okeh with us," says Harry Segall, head of Star Vending Co., "and all the boys are happy." Herbie Metzer, Star's inside mechanic, has returned from a long-postponed honeymoon trip to Norfolk. Just before going into the service, he took unto himself a wife.

C. Frederic Wellington

Cincinnati

Ah, April! With your crocuses and daffodils, and Bock Beer! Which reminds me, the beer outlook is so good that the coin machines should get a heavy play, as the only shortage now is glass, and tavern attendance is not affected.

THE REVIEW says "Welcome" to cigvender Robert L. Risley and his R. and R. Vending and Distributing Co. May you thrive in Cincinnati and never regret leaving the Hoosier state!

Eugene Greenwald passed out cartons recently on the arrival of his seven-and-a-half pound little Susan. Maurice Levitch, her uncle, is almost as proud as his brother-in-law. Mother, daughter, and both cigvenders doing very well.

Maurice Levitch and family are in Florida for a rest. Both Levitch and his wife have been ill during the last year and it is hoped the weather will turn balmy for their stay so they may return fully recovered. The family cut a candled cake for Maurice before leaving.

That was Carl Mitchell you saw rushing about on urgent business in Hamilton the other day. He operates the new Midwest Distributing Co.

Sam Chester's Diamond Vending Machine Co. is sporting a brand-new Chevrolet sedan delivery truck.

Just when local casualties were on the mend, new coin machine folk became auto accident cases. Frank Klensch's Aunty Clara was struck by a hit and runner as she stepped from a loading platform. Fortunately she escaped with only minor bruises. Then there was the auto of Larry Weiskittel; it failed to negotiate a curve and crashed into a bridge. Lawrence, his wife, son and another rider were all painfully injured, though it is not believed critically.

Friends in the Industry are congratulating Automatic Phono Secretary Charlie Kanter on the extemporaneous speech he made before a phono group at Hotel Sherman in Chicago. Charlie was aghast when the MC called on him to talk, but what he said, from the knowledge gained by experience, made a profound impression on his hearers.

Frank Klensch and John E. Jones are the new co-operators of the Vine Street Penny Arcade.

Nelson Weiskittel seems very happy in his new berth with K and O Music. He recently transferred his allegiance from Charles Trau's Coin Machine Mart.

Sid Block is in Florida for the usual two weeks' reason. Partner Leonard Goldstein, who returned from a citrus belt vacation, is sitting on the lid holding things down.

Mr. and Mrs. Don Fosgate arranged one of those separate vacations lady columnists are always advocating for married folk. While Don went to Chicago on business, his better half journeyed to Utica, visiting friends and relatives.

The Phil Ostands recently celebrated their wedding anniversary—I don't know which one—on the same day that Phil had a birthday. Like the kid whose birthday falls on Christmas, Phil had to make one gift cover two occasions. Nevertheless the Ostands are glowing with pride over the purchase and possession of their new home in Avondale.

Bill Marmer of Sicking, Inc., is sojourning to parts unknown on business, with genial Ben Goldberg covering home plate.

The new general manager of the fine milk vending service just acquired by Cedar Hills Farms Dairy is Edwards Alf. Welcome to a booming Industry, Ed!

You can't keep a good Irishman down! Bill Fitzpatrick, his leg out of the plaster-of-paris, is back at his old stand, chipper as ever.

Harry Hester of B and H Vending came down with the grippe right on the heels of the very successful Golden Gloves tourney. As a member of the local Amateur Boxing Commission, he had a prominent part in the bouts.

The New Year's Eve engagement of Venus Schooley to Andrew J. Paris of Detroit has just come to light. The lucky man is renowned for having cornered the bubble gum market. The Paris brothers, Andrew and James, are known as the "Million Dollar Candy Kids," for their daring exploits in candy importing.

Freddie Enders, with a 624, and Bill Koehler with 618, recently set the pace which put the Westerhaus bowlers out front with a sweet 2895, licking the Sauer Corner team to a standstill. The winners rolled a final game of 1023 pins, taking the full set, which is probably what makes the Sauer team sour. Freddie starred again in a later set-to with Hollman Dairy, chalking a 628, which enabled his team to take a three-game match, 2766 to 2547.

The Industry has reason to be proud of the part its members played in the local Golden Gloves tourney. Charlton "Caesar" Wallace, owner of Monarch Cigarette Vending Machine Co., was executive chairman of the bouts. Caesar is bridge editor of the *Times-Star* and wrote reams of publicity for the amateur show. Harry Hester of B and H Vending Machine Co. is a member of the local amateur boxing commission. Wallace accompanied the Cincy team to Chicago for the national bouts and came back as proud as a peacock over the showing his contingent made. Those in the know claim that these bouts advanced amateur boxing in Cincinnati by ten years.

The last meeting of the Automatic Phonograph Owners' Assn. was well attended, being devoted largely to the question of providing tip-top platter music to a discriminating public. Among those attending were Sam Chester, Charlie Kanter, Ray Bigner, Jerry Levy, Mr. and Mrs. John Weisenberger, Milton Cole, Morris Kleinman, Harry Hester, Dave Tavel, John Nicholas, Al Chasson, Nate Bartfield, Al Lieberman, Abe Salman, Bill Harris, Dolores Ganzmiller, Lou Schoenlaub, Herb Black and Max Moeckel.

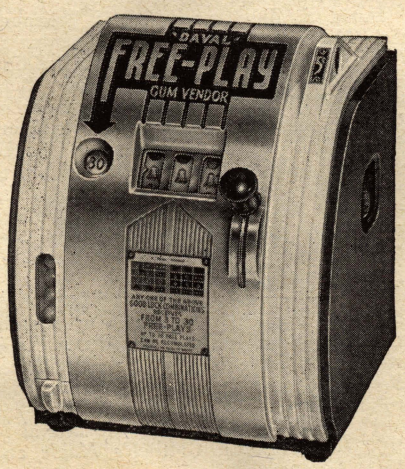
George Keith

Salt Lake City

With equipment coming in much better as a general rule, things are looking up for Intermountain coin machine operators and distributors.

John R. Moser, owner of Hemenway & Moser Co., is recuperating in Palm Springs after a serious illness; he recently built a home there, where he and his family plan to remain indefinitely. Hemenway & Moser are making plans for one of the best years ever experienced due to the Centennial Celebration. 1947 marks the 100th anniversary of the pioneers settling in the Salt Lake Valley. . . . Now that new trucks and equipment are becoming available, plans to expand routes beyond the Salt Lake City and Ogden boundaries are underway, according to Warren I. King, in charge of the cigarette vending machine department. . . . As a personal service to its location owners, the automatic vending department is assisting them in preparing income tax returns. This, according to Warren King, is public relations work which really pays off! . . . 50 per cent of the men in the vending department are members of the various CYO basketball teams and all will be playing in the CYO Intermountain tournament this month.

DAVAL COUNTER GAMES



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Slot Symbols — All Mechanical. Registers up to 70 Free Plays. Gum Vender.

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1c Cigarette Reels—Coin Divider. 2 Separately Locked Cash Boxes. Gum Vender.

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Tom Douglas, manager of the Yellowstone Specialty Co., is reportedly making a trip to Long Beach. He will be gone several weeks, according to Office Manager John Davis.

Margie Nuttal of Stewart Novelty Co., will be home for a few weeks awaiting a blessed event.

B. E. Moran, manager of Rowe Cigarette Service, has been ill of late and confined to his home but is expected to return to office duties very soon, Route Manager C. E. Stevens said.

R. F. Jones of R. F. Jones Distributing Co., is expected back from a business trip very shortly according to his assistant manager, C. M. McMurdy, who also gave us the information that Jones Distributing Co. was visited this past couple of weeks by several visitors including Phil Weinberg of Bally Mfg. Co. and Dan Donohue of J. P. Seeburg Corp. . . . The new *Bally Entry* is receiving warm approval from operators. . . . McMurdy spent some time with Montana and Wyoming operators during the past few weeks. . . . Francis E. Thompson, former executive with J. C. Penney Co. in Salt Lake City, has been added to the sales force.

Ken Dart, branch manager of Wolf Sales Co., distributors of Wurlitzer products, has been confined to bed after a rather serious operation in a local hospital, and all are wishing him speedy recovery and prompt return to the office.

Out-of-towners recently visiting Wolf Sales include the Miller Brothers of Utah Phonograph Co., Provo; Johnny Mabrito, Metro Coin Co., Helper; Dale Gleed, the Gleed Amusement Co., Burley, and Delmar Sant of Sant Music Co., Driggs. Wolf Reiwitz and Al Roberts from the home offices of the firm have also been visiting here.

Milo Nechansky, manager of the Canteen Service of Utah, has been on a vacation trip to Los Angeles. A new service man has been added to the Canteen in the person of Arthur Thomas.

Jack Walters is a new service man added to the force of the Rock-Ola Distributing Co., of which J. H. Rutter is manager.

• *Viola B. Hutton*

St. Louis

Just when local operators had the feeling that the bad weather of winter was over, Mother Nature crossed them up and presented St. Louis with a wet blanket of snow as a going-away present. Result was a sharp drop in receipts as people stayed home by the fire instead of braving the cold outer world. Distributors also reported few of their out-of-town accounts made the trip into the city for replacements or new machines. Roads in many cases were blocked completely and those that were open proved so dangerous that operators hesitated risking a possible crack-up which would result in damage to valuable hard-to-get merchandise.

Frank Murphy of Murphy Distributing Co., local AMI distributor, reported March to be slightly ahead of the previous two months. Totals show 28 new AMI's were delivered in January, and 23 more locations were presented with new machines in February. Chief recipients were local or nearby suburban operators, though a few of the mid-state and Illinois men did make the trip to fill gaps in their routes resulting from worn-out equipment giving out. Earl Moore, Jefferson City, stated it was better to make the one trip than to be called out of his nice warm bed at all times of the night to repair old units.

The 10-day delivery date reported for WL Amusement Co.'s new machines has stretched into 30 days with no machines in sight. Fred Lehmkuhl, chief of the outfit, reports that he and his contacts are all set to roll as soon as those new Mills arrive. Bross Brothers, St. Charles, who were at WL bright and early after the show, are still appearing from time to time with that hopeful gleam in their eyes. "Just breaks my heart to turn them away," says Fred. "Besides look at the money I could make." WL is located in the heart of downtown St. Louis, which is unusual for coin machine distributors, as most are on the main drags in the mid- and uptown districts. Fred claims his downtown location is much more convenient to the majority of operators, especially to East Siders who simply cross the bridge.

Carl Trippe, kingpin of Ideal Novelty Co., has been noticeable for his absence since before the show. Carl spent a couple of weeks at Chicago attending the show and visiting factories, then immediately after his return he took off for the Deep South for the Mardi Gras celebrations at New Orleans. During Carl's absence Ed Randolph, Ideal's number two man, di-

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Bally Double Barrel	269.50
Williams Tornado	289.50
Exhibit Mystery	299.00
Chicago Coin Kilroy	279.50
Gott. Miss America	310.00

NEW SPECIAL!
DAVAL FREE PLAY
Frt. or Cig. Reels.....$65.00

NEW CONSOLES

Bally Deluxe 5c Draw Bell	$512.50
Bally Draw Bell, 5c	477.50
Bally Draw Bell, 25c	497.50
Bally Triple Bell	895.00
Evans Bangtails, J. P.	671.50
Evans Winterbook	826.00
Ev. Bangtails, Comb. FP & PO	824.50

NEW SLOTS

Jennings Standard Chief "A"
5c $269.00; 10c $279.00;
25c $289.00

Jennings Lite Up Chief
5c $324.00; 10c $334.00;
25c $344.00

Groet. Columbia J. P.	$145.00
Del. Club Columbia	$209.50

Watling Rolatop
5c $175; 10c $200; 25c $225
50c $300

Vest Pocket Bell	$74.50

NEW NUT VENDORS

Silver King 1c or 5c	$13.95
Victor Globe Type	11.75
Victor Cabinet Type 1c	13.75
Victor Cabinet Type 5c	14.75

NEW ARCADE MACHINES

Chi Coin Basketball Champ	$499.50
Pinch Hitter	419.50
ABT Challenger	65.00
Gott. Grip Scale	39.50
Grip Vue	49.95
Metal Typer 10c	462.50
Mexican Baseball	59.50
Daval Best Hand	59.50
Amusematic Boomerang	295.00
Genco Advance Roll	499.50
Frantz Arist-O-Scale	115.00
Frantz Mir-O-Scale	125.00

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GROETCHEN 1947 COLUMBIA DE LUXE BELL

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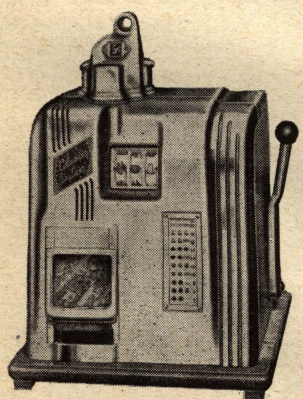


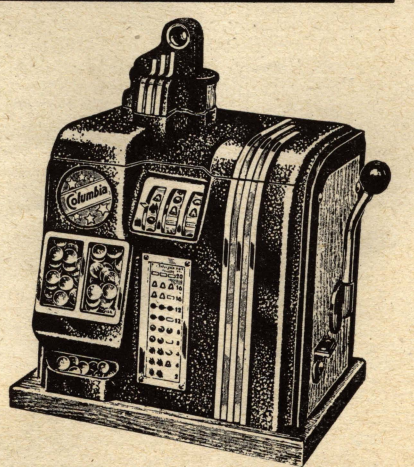
Height 24", 16" deep, 15" wide. Big, single automatic jackpot will hold, if desired, 125 quarters, 250 dimes, 120 nickels. Jackpot has an automatic reserve. Changeable to 4 coin play. Double slug protection; pays back first last coins played after having passed through visible escalator.

$209.50 f.o.b. Factory

GROETCHEN COLUMBIA BELLS

New, improved 1946 models in dazzling, durable finish. Can be changed right on location to penny, nickel, dime or quarter play; hence you get the service of 4 machines for the price of one.

$145.00 f.o.b. Factory



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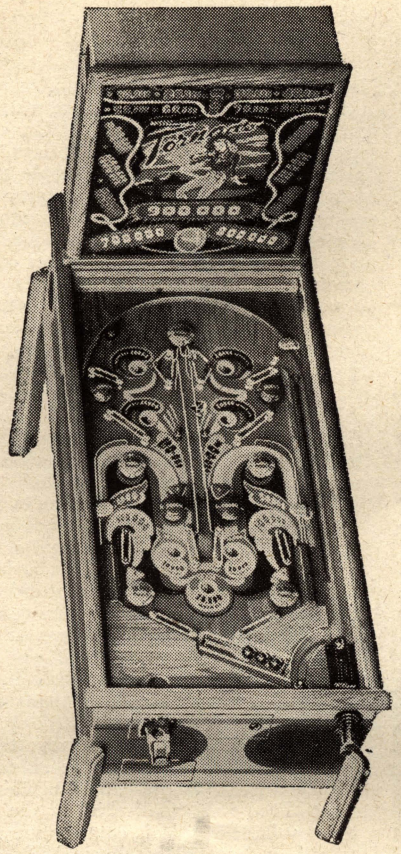

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rected business in spite of a bad case of flu.

Fred Lehmkuhl reported that Jim Marcus, Mills distributor in Cleveland, stopped in to see him on his way back to business after a rest at Hot Springs, Arkansas. "This type of visit usually turns up some good ideas for both parties," stated Fred.

The four-year-old Victory Vendors Co. has shown a remarkable increase during the past year. Reason is the new boss, Al Sexton, who acquired the outfit after his return from the service. Al is an example of the new blood getting into the business, something which everyone has been talking about since the end of the late war. Victory is unusual because it is now strictly a milk vending outfit. Faced with shortages of equipment, plus a not too plentiful working capital, Al got the most out of what he had by reshuffling his equipment to locations that were more lucrative. At present Victory is hopefully waiting for McClure Distributing Co. to deliver the five coffee machines on order. "Contacts through the milk vending business should prove especially helpful for placing of coffee vendors," stated the operator.

Candy shortages, brought on by the sugar shortage, have hampered operations of Automatic Canteen Service here, according to E. W. Bashford, sales manager. "Prices all over the country might have skyrocketed after the release of OPA ceiling, but we still have the most effective ceiling possible on our merchandise. That is the machines themselves. Regardless of what the price of candy may be in the stores that steel nickel slot is still on the machines." Bashford looks for some relief of the situation when the dime type of machine is available, but fears that customer reaction to spending a dime for candy will offset any advantage. Actually the only locations which will receive the dime machine will be those that have three to four units already on location. In this manner the sales manager hopes to find an outlet for the dime candy, which is slightly more plentiful, due chiefly to the smaller demand. Customers will have their choice of both the dime and nickel candy.

An interesting fact about the Canteen branch here is the remarkable return of ex-servicemen. At present there are 40 ex-GI's back, mostly route men. This, according to Bashford, is almost 100 per cent return. He discounts the glamour of the uniform as the possible reason for the record.

Several familiar faces appeared in town after the snow and ice had melted to permit safe traveling. They were S. Zitta from across the ole Mississippi in East St. Louis; Ted Keyes from way down South in Farmington; and of course Bob Fischer from the Missouri wine center, St. Charles. One operator who hadn't made the trip into the big city for some time was Paul Compton, Ozark operator from Joplin.

Robert Latimer

Columbus

Although spring is just around the proverbial corner, quite a number of local operators are still taking well-deserved vacations in the Southland. Howard Combine of Combine-Richards Vending Co. decided that partner Price Richards should share the Florida sunshine with him, so off he went. Howard usually flies his plane on most of his overland jaunts, but we don't know for sure how he went this time.

Also taking an extended trip through the South for about a month are Ray Boystel of Lancaster's R. C. Music Co., and Harold Hott of Circleville Music Co.

Mike Charie of Capitol Pla-Mor Distributing Co. is pleased as punch over the receipt of some new machines, including Rock-Ola and Pla-Mor music boxes. Sorry to report that Mike Pive, one of the standbys at Capitol Pla-Mor, has been under the weather from a bout with the flu. Couple of the boys there were dealt some dirty blows by Old Man Winter recently when their cars took some punishment as the result of skids on icy pavements.

Some Ohio taverns and beer distributors have reported a definite slump of 15 to 30 per cent in beer and liquor sales since the first of the year. None of them seem to be discouraged, however. They say sales probably will rise again if there are no work stoppages and when warmer weather comes. The winter slump is blamed on over-spending at Christmas and people using unlimited credit are now having to catch up with their bills. Result: less money to spend at bars and taverns. A noticeable drop in workingmen's trade was seen by some retailers in January and February. Higher prices of some liquors is blamed by some dealers for a part of the business decline. They say customers can't afford the higher tariffs.

Met a swell fellow while visiting Combine-Richards. He is Hazel Freck's brother, "Red" Johnson. "Red" stopped over to visit Hazel whom he had not seen for 10 years. He had docked at Boston on a merchant marine vessel and was en route to his home near Junction City, Oregon. Hazel has been busy evenings trying to locate an apartment for her daughter, Virginia, who was recently married.

Central Ohio Coin Machine Exchange is sporting some new AMI phonographs. In fact, business was so brisk the day yours truly dropped by to see Woolf Solomon that Woolf couldn't spare a moment from his duties of checking shipments.

Ohioans smoked over 41 per cent more cigarettes during 1946 than in the preceding year, W. D. Bailey, chief of the Ohio Cigarette Tax Division reported recently. The division collected $15,883,021 in cigarette tax during 1946, an increase of $4,680,206 over the previous year. A record total of 40,871 retail licenses also was issued during the year. Bailey reported tax receipts for the first two months of 1947 show an increase of about six per cent over last year.

After battling zero weather at the '47 show, Ed Shaffer of Shaffer Music Co. has placed himself on record as favoring July for future events. However, he'll be ready to head for the next big show regardless of weather conditions.

Recent visitors to Columbus include Logan and Lee of Recorded Music Sales, Huntington. A visitor at the Columbus office of Shaffer Music Co. was Bob Dun-

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QUALITY BULBS
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lap, sales promotion manager of J. P. Seeburg Corp. of Chicago.

Reports along the marital line: Best wishes to Carlyle Kauffman and Clara Spotts of Kaiser, who recently walked down the aisle. Felicitations, also, to George Alexander, Buckeye Music Co., Byesville, the father of a new baby girl.

The third series of Shaffer Service Schools held this year at Columbus began early in March. An elementary course in simple electronics has been added to help operators who have been calling on radio men for help in servicing coin machines. Ted Caplinger of Chillicothe Vending Co., Chillicothe, flew his Aeronca '42 to a recent session.

Two truckloads of new equipment recently delivered to R. C. Music of Lancaster, included Seeburg Symphonola *1-47's, Wall-O-Matics,* speakers and other Seeburg equipment.

W. C. Arthurs

Denver

Denver trade experts announce that pre-Easter buying shows gains here much above those throughout the nation in general. Denver stores are jammed with buyers and dollar volume on sales showed an estimated gain of eight per cent over the corresponding period last year.

Distributors of coin-operated machines in this area are expecting to share in the increased sales activity and have made preparations accordingly, expecting that the spring business will overcome the annual after-holiday slump.

A. J. Arnold of the Ajax Music Co., just returned from Northern and Eastern Wyoming, reports a very successful trip despite the fact that he had to fight snow, ice and wind both ways. He expressed high praise for new operator Forest Asa of Torrington, who is installing hideaways, wall boxes, etc., just as fast as he can get the job done. This operator, Arnold declares, is "really going places." Another live-wire outfit, Arnold says, is Joe Aimotto and Jim Piana, operating under the name Newcastle Amusement Co. "These two boys," he said, "will certainly bear watching. They are both young and ambitious—new in the business, but they have already gained a good knowledge of what it takes to make the location as well as the player happy. They are going Packard in a big way."

Arnold has moved into his new home, which took 13 months to build in spite of government priorities. He has also received another carload of phonographs.

Wolf-ings—A. A. Roberts reports that Roger A. Tays is now associated with the Wolf Sales Co. as sales representative for the area covered by the Denver office. Tays is widely known in the phonograph business in this area. C. K. Dart, Salt Lake City branch manager, was recently operated on at St. Mark's hospital in that city, where he had a kidney removed. He is now convalescing at home and expects to be back to work very shortly. . . . Wolf Reiwitz recently returned from Chicago, where he attended the funeral of Alvin J. Goldberg, former Wurlitzer distributor in Illinois. . . . A. C. Roberts made a short business trip to Rawlins and Cheyenne, Wyo., and vicinity recently.

Charles Salardino of the Music Sales Co. at Pueblo and Florence, recently returned from Mayo Bros. at Rochester, where he had a complete physical check-up. Salardino submitted to a major operation at Mayo's last fall.

R. F. Jones was a recent visitor at the Jones Distributing Co.'s Denver office. Also visiting were D. J. Donohue of Seeburg, and Phil Weinberg of Bally Mfg. Co. Another recent caller was Cecil Finney of Chief Amusement Co. . . . Ken Kronauer and Frank Ritchis of the Denver office are now in Mexico, spending a couple of weeks demonstrating Seeburgs to operators. . . . Neil Tait of the office force, who has been very ill with pneumonia, is now on the road to recovery. W. H. Erskine, manager of the Denver office, made a short business trip to Laramie recently. . . . Jack LaRue, Seeburg factory engineer, returned from Chicago and hereafter will make his home in Salt Lake City. . . . The Jones office is planning on getting a new factory service bench in the near future which will take care of any and all Seeburg equipment. This will come in three sections—a total of 15 to 18 feet in length, with instrument board, drawers, compartments, etc., all very complete.

Modern Distributing Co. reports receipt of a carload of new Rock-Ola *Playmaster* hidden units, a good share of which were sent out on back orders. The company reports, incidentally, that the Playmaster is the lowest priced hidden unit on the market. It comes in a very nice-looking wooden cabinet. . . . Modern's force was hit in a big way by the flu epidemic prevailing in Denver. Six members of the force were

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With Jackpot Meter . . . **$74.50**

MILLS SLOT MACHINE PARTS

Main Clock Gears . . .	$ 3.00
Idler Clock Gear	2.00
Complete Clock Assembly .	8.50
Complete Escalator Assembly	17.50
Main Operating Lever . .	5.00
Reel Strips, Each	.30
Chrome Plated Brass Award Plates, 2/5 or 3/5, for Mills Chromes	3.95

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Louis Fox Brooklyn, N. Y.	Herbert Weaver Brooklyn, N. Y.	Mrs. Helene Fuller New Hampshire
Max Schaffer New York City, N. Y.	Charles Wertheimer Boston, Mass.	Mrs. Lillian Kelleher Massachusetts
Ken Wilson Chicago, Ill.	C. F. Albright California	Stephan Maroney Washington, D. C.
F. M. Eagan Dallas, Texas	F. E. Anderson Hawaii	Carlisle Miller New York
Albert Meyers Rockaway Park, N. Y.	Joseph Ash Pennsylvania	F. C. McFalls Texas
Bernard Katz Coney Island, N. Y.	David Bakerman Connecticut	F. D. Munson Indiana
A. W. Blendow Long Island City, N. Y.	Erwin Baldridge Michigan	Vernon G. Raw Oregon
Robert Jacobs Coney Island, N. Y.	Joseph Broadbent Alaska	R. E. Torres Arizona
Mike Munves New York City, N. Y.	Edward Cents Louisiana	Carl Trippe Missouri
		Meyer Wolf New Jersey

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....., 194.....

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Arcade Operator of Amusement Machines Distributor Manufacturer

1947 dues ($25.00) must accompany this application. Distributors and manufacturers of amusement machines and allied interests are eligible as Associate Members.

home sick at one time. . . . Modern's observant secretary, reporting on the well-dressed operators in the business, mentions Tony Mazone as the most meticulously attired, with tie, suit and all appurtenances perfectly matched. Second choice is Olin Gibbs of Laramie, who is the cowboy type, garbed in the latest of what the well-dressed cowboy should wear.

Representatives from the Grand Music Co., Leadville, reported that their bosses, Ed Johnson and Emmett Ossman, are visiting in and around Old Mexico. They are also going to be in Sunny California and in Nevada on a very extended vacation. They started their vacation following the CMI show in Chicago.

The Gaddis Distributing Co. reports that music business is very good but that punchboards and all types of game machines have slowed down considerably.

Gaddis recently returned from a New Mexico trip and reports conditions very good—says he did well there. Since his return, he spent a day visiting with Joseph Berkowitz, president of Universal Mfg. Co., Kansas City, Mo., who stopped over in Denver on his way back to Kansas City.

Ed Sully of Sully Specialty Co., who met with a very serious auto accident some weeks ago, in which he received five fractures of the spine and a broken rib, is now recovering nicely and says he expects to be back to work soon.

Charles Kaplan of the P & M Co., says that his new trucks have now arrived after a long delay and that the new service uniforms have also been received. They are of dark green with "P & M" in red lettering and with the wearer's name on the front lapel of the pocket. He says he is now waiting for the new machines to arrive to make things complete. Kaplan is on the lookout for a downtown location and made an offer for one but it was sold to another party. He has a couple more in view. He operates cigarette vending machines and peanut and candy vending machines all over the city.

Frances Conrey

Boston Coin Changes Address

BOSTON—Boston Coin Machine Co., formerly at 1128 Tremont St., has moved to 208 Winthrop Road, Brookline, Mass.

LETTERS TO THE EDITOR

Chicago, Ill.

Dear Paul:

Now that I am leaving my present editorial job in the coin machine field, I want to thank you for all past favors and to wish you continued success with your magazine and especially the Source Book of the Industry and vending machine magazine and know that you will make a success with the three publications.

I want to put in writing my special thanks and gratitude to you for your help to me in those early years when I was getting a coin machine news service started. Very few people know that it was your good job of reporting coin machine news in the early days that helped me get a weekly news department going in the trade. I won't forget your help. . . . Whenever I can say a good word for you and your publication, I will be glad to do so.

Walter W. Hurd

Hawaii

Editor:

I want to congratulate you and your staff for your inspiring and up-to-the-minute monthly. It is a *must* for everyone connected with the coin machine business. I would feel quite lost without your fine publication, I can truthfully assure you. Please accept my remittance for a five-year renewal. Best regards.

Isami Morita
Amusement Enterprises

Los Angeles, Calif.

Sir:

Your magazine has improved wonderfully in recent years. Best of luck to you.

A. B. Mohr

Sydney, Australia

Dear Editor:

Recently I wrote you indicating that the bank would not remit a subscription. Later I sent you a bank draft for five dollars on account of subscription. This was brought about by my personal representation to the Division of Import Procurement with whom I stressed the fact that the COIN MACHINE REVIEW was essential and very necessary in my business, especially to follow the manufacture and sale of all kinds of coin-operated machines. Result: permission granted.

There is no importing into this country from the U.S.A.—not till the dollar exchange is favorable and we can obtain the necessary licenses. At present the only permits are from England and her Dominions.

Most coin machines here are of American manufacture. I own and operate many hundreds of Personal Weighing Machines, also hundreds of bells and pin games, as well as amusement machines of all makes, including phonographs. They are all old machines, made before the war and are sadly in need of some new ideas or some new "life" which I can only hope to obtain when we can import from America. . . I want at least 500 scales, and if available and price attractive, will make the trip myself to finalise.

J. Levenson

New York City

Dear Mr. Blackford:

It was with extreme pleasure that I learned from Mrs. Rigney of your cooperation with us by your generous contribution of advertising space concerning our campaign. As president of the National Cancer Foundation, I am writing to express to you my sincere and deep appreciation.

Julius Jay Perlmutter

College Honors Conferred on Jennings Executive

CHICAGO—J. Raymond Bacon, vice-president and general manager of O. D. Jennings and Co., has been named associate of Berea College in Kentucky in appreciation of his interest and support of this unique school which aids the education of backwoods youth.

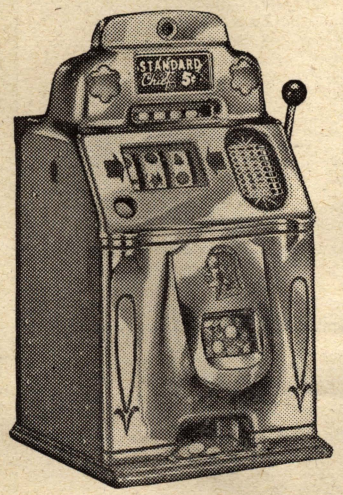
The students are self-supporting, working in dairies, farms, shops and hotels in addition to attending classes.

The honor bestowed on Bacon brings to focus his other civic and educational activities, including the directorship of Timber Trail Camp in Lake Geneva, a project for underprivileged children, and Camp Aurora for paying guests. He is also active in Red Cross work.

Ehrgott to Oakland, Fulcher to L.A.

OAKLAND—George Ehrgott has been transferred to Mills Sales' main office for an indefinite period, and Charles Fulcher will handle the Southern California and Arizona territories of the firm.

Ehrgott has been with the Los Angeles branch since its inception six months ago. His able managership resulted in a modern, efficient organization. Before leaving for Oakland, he accompanied Fulcher on a get-acquainted excursion of the Row.



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JENNINGS

Standard Chief
DeLuxe Chief
Super DeLuxe Chief
(LITE UP)

IMMEDIATE DELIVERY

C. A. ROBINSON & COMPANY
2303 West Pico Boulevard
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FEderal 1810

OPERATOR'S FRIEND
OIL
THAT REALLY LUBRICATES
Can't gum. Especially for Coin Machines. A few drops will save many service calls.
1 OZ. BOTTLE 49c
—SEE—
PAUL A. LAYMON
DISTRIBUTOR
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BOOMERANG

IT'S AMUSEMATIC'S NEWEST!

More Speed, More Thrills, More Spectator Appeal!
More Suspense than any game ever built!

High Score up to 260,000.
Mystery Score up to 50,000

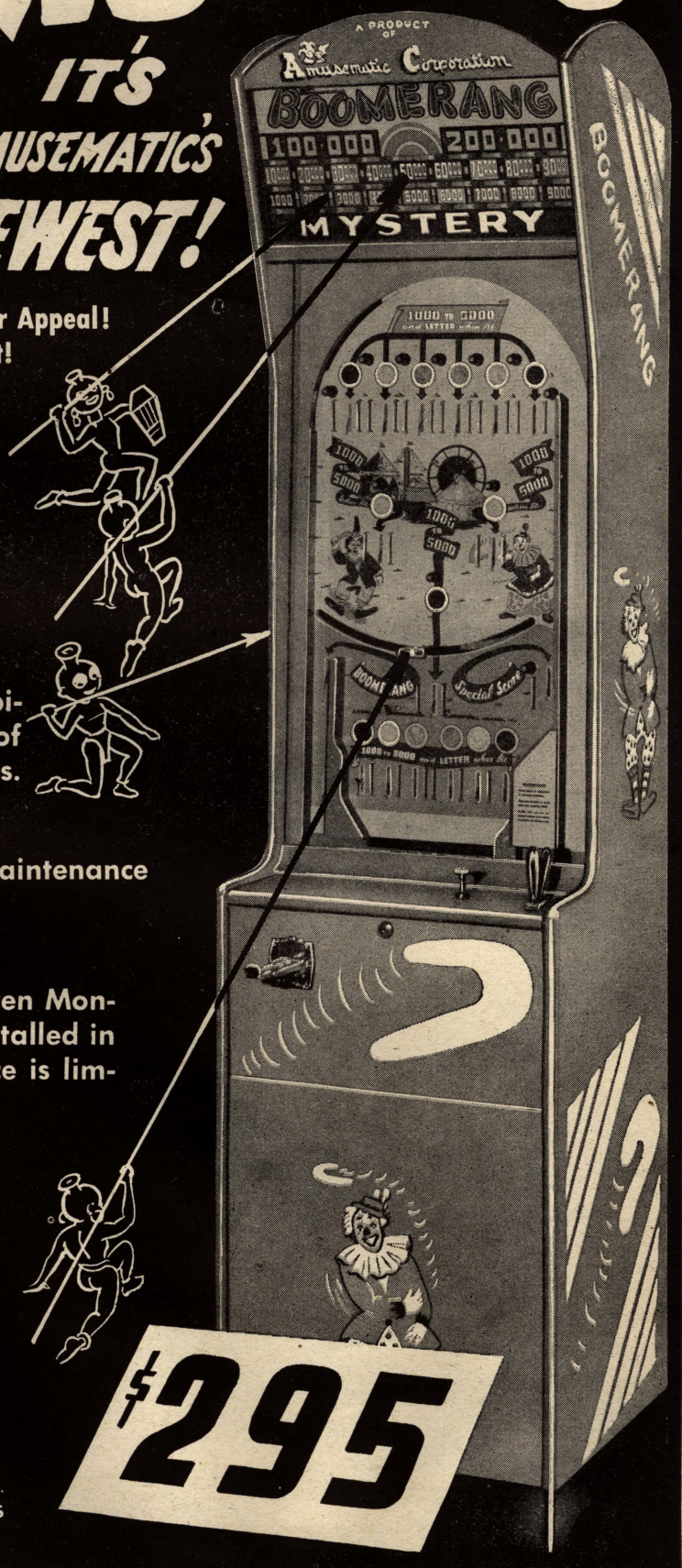
Mirrored Score Glass —
Fast Flashing Colored Lites

Colorful, UPRIGHT, All-in-one Cabinet occupies less than 3 sq. feet of floor space. Weighs less than 100 lbs.

Constructed for easy maintenance and long service.

Location Tested. Proven Money-maker. Can be installed in locations where space is limited.

Motor Driven Basket for Continuous Play. When Ball lands in Basket all balls previously played are returned, but scoring continues.



$295

Amusematic Corporation
4556 N. KENMORE AVE.
CHICAGO 40, ILLINOIS

Inquire About BOOMERANG Today! Telephone Edgewater 3500

COIN MACHINE REVIEW
27
FOR APRIL 1947

At prices lower than the cheapest '47 phonograph

NOW DELIVERING

the Mirro-matic

- Top Speaker Directional Baffle
- Personalized Location Advertising
- Wide Choice of Mirror Designs
- Chrome Selection Plate at Finger Tip Level
- Single Coin Drop—5c or 10c play optional
- New Materials in Smart Design
- Front Door Accessibility

A smart and startling cabinet for your obsolete equipment—not a mere conversion or makeshift cabinet but a new and fresh treatment for music selling—as up to date as tomorrow's newspaper. Available as a complete unit or the cabinet only—for use with Concert Masters, Colonels, Majors, Commanders and 7850's. Other models now being designed for other equipment. Convert your own obsolete equipment or exchange the above models for a complete unit.

The MIRRO-MATIC gives you a custom built phonograph designed for the individual location—tops any mass production phonograph model for Eye Appeal, Location Appeal and Player Appeal—assures long term operation and high earnings.

The Trend is Toward Custom Built Phonographs

Modernize your obsolete equipment

Phone, wire, or write our nearest office for price and details

San Francisco, 284 Turk Street, PR 2700
Stockton, 21 No. Aurora St., Phone 7-7903
Los Angeles, 1701 W. Pico Blvd., DR-2341

Specifications:
78" High, 42" Wide, 18" Deep

Manufactured for and Distributed Exclusively by:

E. T. MAPE Distributing Co.
INCORPORATED

SAN FRANCISCO
STOCKTON
LOS ANGELES

AUTOMATIC MUSIC

D.C. Phonomen Fight Tax Proposal

WASHINGTON—In a valiant fight to prevent imposition of license fees on automatic phonographs operating in this area, Ira T. Byram, general manager of Silent Sales Co., and others, told the District Regulations Committee the proposal would run the Industry on the rocks.

Testifying at a public hearing at the District Building on regulations the committee had drafted which would impose a $12 annual license fee on all coin-operated amusement machines, Byram explained that increased costs are causing operators to lose money at a nickel a record and urged that phonographs be exempted from the proposed measure.

He declared, further, that efforts are being made to save the Industry from collapse without boosting the cost to the customer to a dime a disc. He pointed out that mechanical problems make it impractical to provide for any charge involving pennies.

Under present conditions, Byram told the committee, an operator with an investment of $100,000 in phonographs can net something more than $50 a week. E. B. MacManus of the West Automatic Music Co. agreed with Byram in asking exemption.

Spokesmen for civic and parent-teacher associations were more or less in favor of the measure which also contained a prohibition. This section of the measure would forbid children under 17 to use coin machines—except phonographs—during school hours on school days. The same spokesmen were unanimous, however, in wanting the prohibited hours extended from 9 a.m. to 3 p.m., to 8 a.m. to 4 p.m.

William R. Lichtenberg, attorney for the Washington Coin Machine Association, agreed to the 8 a.m. hour, but objected to

(See FIGHT TAX, Page 35)

This Is Not The Solution!

There is an inherent streak of laziness in all of us. If we can walk two steps to attain a hazy goal, instead of traversing a dozen yards to reach something worthwhile and lasting, most of us would probably take the short way out.

Human nature is so designed that ego is a great driving force in our lives; hence, instead of giving ourselves a searching self-analysis to determine shortcomings and then going on to correct them, we are inclined to place the blame on a force outside ourselves or on someone else.

Under the artificial stimulus of war, phonograph men reaped lush rewards from their holdings. Then came the inevitable decrease in gross and increase in operating costs. Many operators, instead of surveying locations and tightening up their merchandising program to bring play to the ultimate, blamed recession, after-war effects, competition, high costs, and various other reasons.

A move is now under way to show the operator "the short way out"—a move, which if circulated extensively, will certainly prove the short way out of business for the industry. A platter has been placed on the phonographs in several key cities known as the "horse race record." In conjunction therewith, dope sheets are distributed in the location. The record, a running account of a race, with five entrants, lasts 40 seconds. The needle jumps the groove at an undetermined spot and the winner is announced.

It is claimed that this type of record will boost play and enable the operator to realize a good profit. "In view of conditions today, something has to be done so the fellows can make a little money," one operator said.

This "something" is the kind that newspapers dearly love to smear in black headlines. It is a crusade against gambling which P.T.A. and civic groups will attack with wrathful indignation. And when all the factors are considered, it *is* a form of gambling. The machine and the location combine to perform the functions of bookie and race track.

The entire phonograph industry is being imperilled by a thoughtless few who lack imagination, business acumen, and the basic elements of sound merchandising.

The horse race record is nothing new. A decade ago one of the Big Three

(See NOT THE SOLUTION, Page 35)

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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California Music Operators Association

Membership Is Successful

Operating Insurance

●

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, *President*
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

NOW! FOR THE FIRST TIME!
A Jewel-Tipped Coin-Phono Needle
WALCO '900' SAPPHIRE
THIS IS IT!
—the finest coin phono needle ever offered to the trade. A genuine sapphire tipped needle that sounds better, makes records last longer and doubles needle life. The one and only jewel-tipped needle designed for use in the new low-pressure tone-arms! Many nationally known coin-machines now recommend sapphire for their new models. Stock up now on the needle that lasts, and lasts and lasts! Ask your jobber for the WALCO WS-900 SAPPHIRE NEEDLE.
Seeburg USES WALCO SAPPHIRES!
IF your machines run to the older models, we recommend a sensational new high-quality needle—
the WALCO PRECIOUS METAL COIN-MACHINE NEEDLE. Model WA-700.
Write today for your FREE sample of this new WALCO coin-machine needle.
World's pioneer and largest manufacturer of jewel-tipped phonograph needles.
WALCO MADE BY
ELECTROVOX CO., INC.
31 FULTON STREET, NEWARK 2, NEW JERSEY
CHICAGO - 224 South Michigan Avenue
LOS ANGELES - 2216 West 11th Street

Capitol Expanding Into International Markets

HOLLYWOOD—In the first step toward marketing its products to the foreign trade, Capitol Records has established an International Division and named Sandor A. Porges, for 28 years manager of Columbia's foreign department, as manager.

In making the announcement, Glenn E. Wallichs, executive vice-president of the firm, said: "We feel that Porges' vast experience in the international recording field qualifies him better than any other man to head up our new department."

The foreign operation will be coordinated with present activities of the record firm, utilizing already established repertoire, sales, advertising and other departments.

Porges is due in California shortly after April 1 to work out specific plans for the New York office he recently opened.

Roy Milton Signs 2-Year Contract With Specialty

LOS ANGELES—In December of 1945, Art Rupe, originator and owner of *Juke Box* Records, was scouting Hollywood niteries for recording talent. He dropped into the Susy-Q where Roy Milton and a five-piece combo were beating out solid licks. Rupe signed Milton, after first suggesting that he add an alto sax and feature his singing .

The first release was R-M Blues—and its sensational success lifted Milton from the category of "just another musician" to Number Three in the nation's rating of sepia artists.

While Milton was blues-ing, his way to overnight fame, *Juke Box* merged with Al Middleman and Eli Oberstein (latter is vice-president of Victor) who had the Sterling label. The two labels were kept distinct with the executives exchanging stock.

After seven months, differences in merchandising and recording policies arose. As a result of the settlement, Rupe retained all of *Juke Box's* masters. He set up Specialty Record Sales Co. at 311 Venice Blvd. and offered Roy Milton an exclusive two-year contract. Although besieged with offers from most of the majors and many of the indies, Milton's memory was long—he decided to stay with the man who made him. It is reported he will earn $50,000 in royalties during 1947.

Specialty has re-issued all of Milton's past favorites and will also release new numbers as they are pressed.

"We are spending more money on pressings than the average discery because we are determined to give phonograph operators a high quality, longer lasting record," Rupe stated.

Music Men Mourn Death of Goldberg

CHICAGO—Alvin J. Goldberg, prominent Midwest Wurlitzer distributor, who retired several months ago because of ill health, recently passed away.

Before his retirement, Goldberg was owner of the Chicago Simplex Distributing Co., Indiana Simplex Distributing Co., and Wisconsin Simplex Distributing Co. As a result of doctor's orders, he relinquished his distributorships and went to Florida for a complete rest.

He is survived by his wife and one son.

Zimanich Joins Columbia

NEW YORK—Josef Zimanich, well-known in the recording and entertainment world, has joined the staff of Columbia Records. He brings with him years of experience in every phase of musical direction and transcription.

Complete Phono Service
WE REPAIR
Speakers, Amplifiers
Tone Arms
Overhaul All Types
Phonographs
Change Over Tone Arms
to Crystals
WE SELL
Lamps, Light Transformers
Tubes, Plastics, Lamps
New and Used
Phonographs
Large Stock of Parts
Prompt Service • Reasonable Prices • All Work Guaranteed
DEE'S SERVICE SHOP
1119 VENICE BOULEVARD • FEDERAL 7875 • LOS ANGELES 15, CALIF.

The New Scintillating

MUSIC MASTER

Phonograph Operators

Place your old mechanisms in the new

MUSIC MASTER

Specifications:

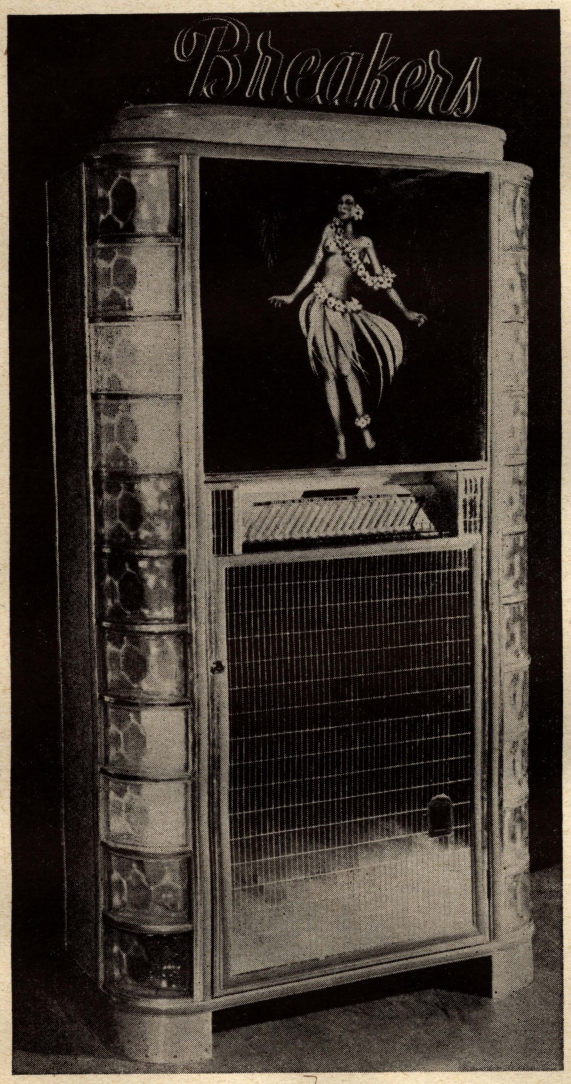
72 inches high, 39½ inches wide, 25 inches deep.

For Hideway Units Use the

REMOTE MASTER

Specifications:

72 inches high, 39½ inches wide, 16 inches deep.



Telephone Music Operators

Use the

MELODY MASTER

Especially designed for telephone music

Specifications:

72 inches high, 16 inches deep, 43½ inches wide.

Outstanding Features

1. Three models to choose from.
2. Large variety of mirror designs to choose from.
3. Mechanism serviceable from the front or back.
4. 5, 10 and 25c coin chutes or 10c and 3 25c coin chutes.
5. New Glass bricks for various lighting effects.
6. Speaker mounted in top and baffled for excellent tone quality.
7. Special order made to meet your requirements.
8. Various models to choose from.
9. We put your location's name on top of each cabinet. This sign made of clear plastic with special lighting effect.

Visit our showroom in our factory, and see them coming off the assembly line.

Write for complete details and colored pictures showing lighting effect.

It will pay you to visit our showroom to really appreciate their enchanting beauty.

Distributors: Exclusive territories are now open.

SCOTTO MUSIC CO.

2030 Oh Street **(Dial 4-1722)** **Sacramento, Calif.**

Rare Coins, Stolen by Boys, Inserted in Phonographs

CHARLESTON, W. Va.—If it's true that "it takes a thief to catch a thief," then it's clear it was too much to expect an automatic phonograph to catch one. But several phonographs at a downtown amusement center did catch some of the loot of two boys who took some coins belonging to Mrs. Maxine Elkins. The coins, sadly enough, were rare ones valued in the thousands, among them an 1894 S-mint dime, valued in itself at $1000 because only 24 of them were minted.

When they were caught, the two youths admitted the theft and told police the coins had gone into the phonographs. Most of them got through the hands of the operators of the equipment, and now collectors are keeping a lookout in the hope some at least will turn up and be recovered.

Two Ex-Capitol Men Go 'Exclusive'

HOLLYWOOD — In a double-barrelled move to reach the "major" classification this year, Exclusive Records has signed two former Capitol Record staff members. Leon Rene, president of the firm, announces the appointment of Charles C. Craig to the post of national promotion director, and Ted Littlefield, art director.

Craig is rated as one of the recording industry's top public relations men. His 15-year background in the field includes one year with Capitol, eight with Mutual Broadcasting System stations, and three with the San Antonio office of Benson and Dall Advertising Co.

Littlefield will have complete charge of the designing and production of all Exclusive advertising and art layouts.

Rock-Ola Prexy Advocates Analyzing Locations

CHICAGO—"The first hectic post-war year is behind us, and too many people are of the mistaken idea that they can sit back, and close their eyes and ears to the need of stimulating their business," comments David C. Rockola, president of Rock-Ola Mfg. Corp. "These same people point to the times and say 'conditions are not just right;' but if all of us will look back over the past ten years, at any given point, conditions were never just right, and if we all had closed our eyes and ears to progress, we would have just stopped still and not made any of the tremendous strides forward that were accomplished.

"Now, more than ever before, operators, distributors and manufacturers must analyze, plan and do. To the operators, particularly, we say you should analyze the territory you cover to make certain that every possible music location is covered with the very best in equipment. You must analyze the equipment you own to make sure that it is modern and up-to-date, so that it will attract more money for you. When you have completed your analysis and your planning, take the forward step that will accomplish your program."

Telecoin Throws Hat Into Coin Radio Field

NEW YORK—Soon after announcing formation of its new division to handle distribution of a coin-operated radio, Telecoin Corp. appointed Howard E. Richardson sales director. Richardson is former deputy director of the War Production Board's Chicago office, and has also served as general sales manager for Crosley Radio Corp. and regional manager for Bendix Home Appliances.

The Telecoin radio, first in a series of coin-operated products on the company's 1947 distribution schedule, is a pillbox-shaped item. Its baked enamel finish will resist 180 proof alcohol and cigarette burns.

"Operators throughout the country were unanimous in stating their desire for an extremely strong case and chassis to prevent vandalism," Richardson stated. "Equally vital was adequate protection from coin box pilfering and 'free play' tinkering. Ready accessibility of the set for service and maintenance was another consideration. These have all been incorporated into Telecoin's set."

Anniversary of Rock-Ola's First Post-War Phonograph

CHICAGO—On March 12, 1946, Rock-Ola Mfg. Co. introduced its Model 1422, "The Phonograph of Tomorrow" to the music trade. At that time scarcity of materials restricted production of its first pre-war machine to a few units daily.

Today the picture has changed. The factory is humming with activity and a steady stream of phonographs and accessories are rolling off the line.

$2,950 AIN'T HAY—BUT IT'S PEANUTS for a BUY LIKE THIS!

Complete **Telephone**

Music Installation

including 15 location units and studio equipment . . . **$2,950**

Here's a bargain well worth looking into. Silent Sales System offers this entire Telephone Music Installation at a price far below its original cost, complete down to the last detail. (See listing on right.)

The works for . . . **$2,950**

Terms One-third Deposit, Balance C. O. D.

- Complete studio equipment, including 15-turntable unit, studio amplifiers, three complete head sets.
- 15 Location units, including amplifiers, microphones, coin mechanism; adapted for use with Personal Music, Solotone, or Musicale equipment, with or without cabinets as desired.

WRITE FOR PHOTOS AND COMPLETE DETAILS

SILENT SALES SYSTEM

Branch Office
2505 N. Charles St.
Baltimore, Md.

Main Office
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Washington 4, D.C.

THEY'RE ECONOMICAL!! *WHAT?*

RE-SHARPENED PHONO NEEDLES

1-50 Needles Re-Ground @ 15c
51 or More Re-Ground @ 10c

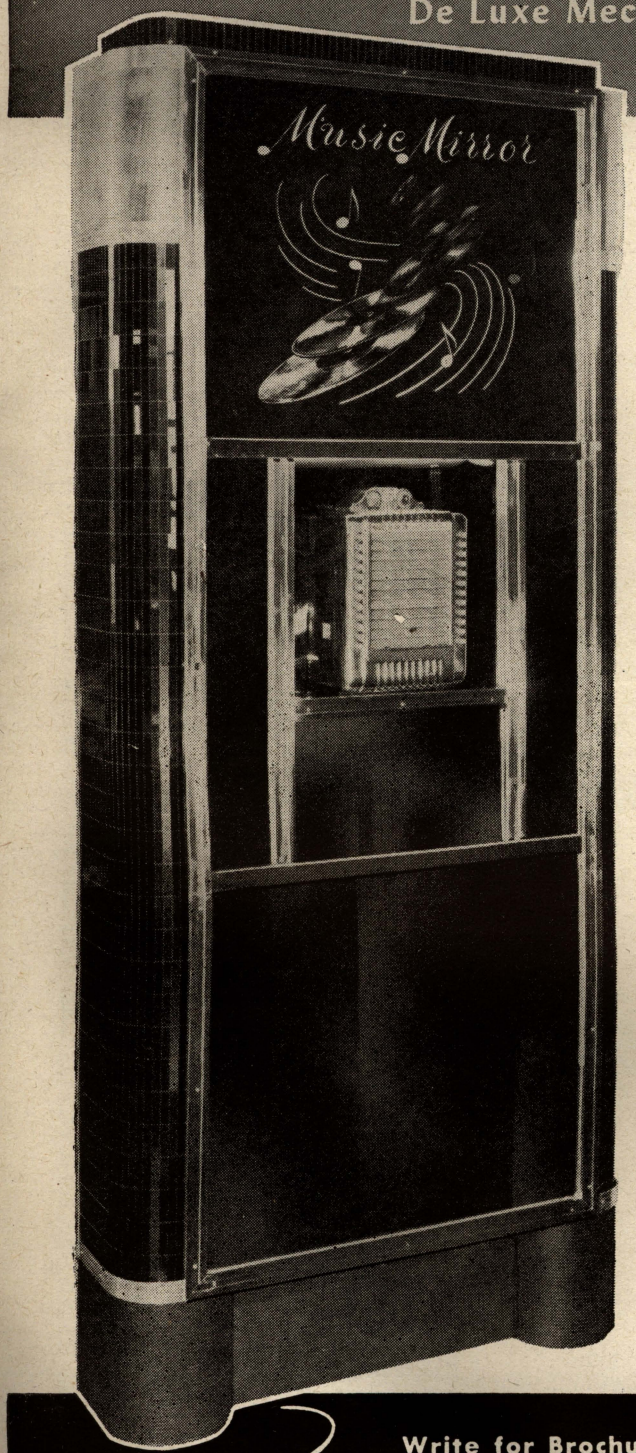
Write for details and free Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

Now Available!

the great new MAESTRO "MUSIC MIRROR"

De Luxe Mechanical Conversion Cabinet



. . . . No matter how old your present phonograph equipment . . . provided it is in good mechanical condition . . . you can economically and completely modernize and revitalize your route . . . The great new "Music Mirror" Cabinet will not only transform your present equipment to top 1947 standards . . . but will give you *style leadership* and *security* for years to come!

Specifications:

86" high, 36" wide, 10½" deep. Standard equipment includes: 2 high-quality Alnico 5 speakers . . . lights and light switch . . . large capacity, burglar-resistant cash drawer. Will accommodate any make mechanical counter box. Price $295, F. O. B. Los Angeles, Calif.

PANTAGES

Maestro **Co.**

6233 HOLLYWOOD BOULEVARD
HOLLYWOOD 28, CALIFORNIA

Write for Brochure on the New Sensational 1947 Maestro Wired Music Phonograph System

'Richard' Sales Boost National's Record Line

NEW YORK—Richard opened the door for increased sales of National's entire line, and thereby allowed the firm to enjoy the greatest two-month period of volume in its three years of operation.

A. B. Green, president of the company, revealed that 625,000 copies of Dusty Fletcher's panel prying disc have been sold.

"We are ready to throw our substantial production facilities behind any artist in the business whose records will sell," stated Herb Abramson, director of artists and repertoire. "Our hat is in the ring for the top artists in the business who are being held down by the majors because of limited production divided among many artists. If we have a record that will sell two million, we are going to press two million."

National has recently signed Enric Madriguera, Latin-American maestro, to a three-year contract. "National's deal with Ted Weems, who is currently riding the *Heartaches* revival to renewed popularity, is practically set," Abramson said.

Phenomenal Growth of Coin Radios

CHICAGO—One year ago Tradio, Inc., announced the manufacture of the post-war world's first coin-operated radio. At that time it was predicted in trade circles that radios would be a venture of considerable scope—that before another year rolled off the calendar there would be a dozen or so manufacturers—but even the most far-visioned observers under-estimated their amazing growth.

A check shows that today there are 36 manufacturers of this device, with an average of one newcomer a week launching sails.

Alpha Cable Fills Need of Industry

HOLLYWOOD—Back in 1940, W. E. Simmons of Alpha Distributing Co. came to the realization that Western coinmen needed a 30-wire cable especially suited for West Coast climatic conditions. He outlined the specifications and contacted Western Insulated Wire Co. of Los Angeles. This firm, however, did not have the machinery for making 30-wire cable at the time, but late in 1941 the necessary equipment was purchased and miles of cable began to roll.

The cable produced for Alpha is made from flexible strands of pure annealed copper, protected by a fibrous material and a wall of high grade insulation, in accordance with the Underwriters' laboratory specifications. The entire assembly is further protected by a tough seamless resilient covering which provides for a flexible but long lasting product impervious to hard usage.

MOASC Revived

LOS ANGELES—The Music Operators Association of Southern California, a chartered organization, has been revived. President is R. F. Gallagher; vice-president, Sam Ricklin; business coordinator, Mollie Simon.

Aim of MOASC is to band together leading operators, and through a close-knit public relations program, to combat adverse legislation, high license fees, and anything which is detrimental to the welfare of the Industry.

Eagle
REPLACEMENT PLASTICS
SOLID COLOR
TOUGH CONSTRUCTION
PERFECT FIT
TOP QUALITY
LOW COST

SHEET PLASTICS
20"x50" — Pliable — Per Sheet
50 gauge, red, yellow, green or clear $12.50

PLASTIC WINDOWS
New, clear, transparent . . . for your model 850 program holder. Per Set $5.00

WURLITZER

	Each
800 Top Corners	$16.50
800 Lower Sides	15.00
800 Middle Sides	3.00
800 Top Centers (Right or Left, Red)	9.50
800 Back Sides (Green)	9.50
800 Top Centers (Onyx)	5.50
600, 500 Top Corners	5.50
700 Top Corners	8.50
700 Lower Sides	9.50
700 Back Sides	8.50
750 Top Corners	9.75
750 Lower Sides	9.75
750 Top Center	5.50
750 Middle Sides	2.00
850 Top Corners	12.50
850 Lower Sides	8.75
850 Top Center	12.50
850 Peacock Glasses	4.75
950 Lower Sides	12.50
24 Top Corners	1.25
24 Lower Sides	5.50
41, 61, 71 Top Corners	5.50

ROCK-OLA

	Each
Standard, Master, DeLuxe or Supers: Top Corners (Solid Red, Yellow or Green)	$12.75
Lower Sides (Red or Yellow)	12.75

SEEBURG

"Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green)	$14.50
"Hi-Tone" Grille Pilasters (Solid Red, Yellow, Green or Onyx)	2.25
"Classic"—"Colonel": Top Corners (Solid Red, Yellow or Green)	6.00
Lower Sides	9.50

If you don't see what you want . . . ask for it!
We may have it in stock!

MONEY-BACK GUARANTEE

Eagle Coin Machine Co.
1514 NORTH FREMONT AVENUE • CHICAGO 22, ILLINOIS
PHONE MICHIGAN 1247

COIN
machine operators prefer the Jensen COIN Machine Needle

Why? It has a *much longer* needle life than ever before achieved and the *true*-economy is easy on the pocketbook. The new, straight-line Jensen Coin Machine Needle, with the recently developed, locked-in precious metal tip, assures a definite saving in operation costs . . . because it doesn't have to be changed as frequently. Its smooth play lures nickels, dimes into your juke boxes. Investigate today.

JENSEN INDUSTRIES, INC.
329 S. Wood St., Chicago 12, Ill.
National Distribution
Jobber's Name on Request

FIGHT TAX

(Continued from Page 29)

extension beyond 3 in the afternoon. He pointed out that a major reason for the limitation was to keep school children from spending lunch money on coin machines. By 3 o'clock, he asserted, they would have finished lunch and if they had saved money to play machines, they would do so at 4 p.m. as easily as at 3.

Primary objection to exclusion of phonographs from the regulation, as expressed by Harry S. Wender of the Federation of Citizens' Association, was that fees were assessed to cover the cost of regulation. He favored the regulation as a means of providing adequate control of the machines on locations.

Shelby York Named Record Sales Manager for Majestic

ST. CHARLES, Ill. — Shelby York has been appointed record sales manager for Majestic Records, Inc., and will make his headquarters at the company's general offices in Elgin, Ill., according to Majestic's vice-president, Parker H. Ericksen.

York will work under the direction of A. J. Lindholm, general sales manager, and will concentrate on sales assistance to wholesale and retail record sales organizations.

Prior to joining the Majestic organization, York was sales manager for ARA. He brings to his new connection many years of retail, wholesale and manufacturing experience in the record industry.

Vogue Distributor

MILWAUKEE — After annexing the Vogue record line for Wisconsin, Doug Opitz of Hilltop Amusement Co. inaugurated a second company: Wisconsin Vogue Distributing Co., 521 North 16th St.

NOT THE SOLUTION!

(Continued from Page 29)

issued such a disc for home entertainment. However, some phonomen got the bright idea of using it on their machines.

At that time the nation's manufacturers had an association and a spokesman for the group phoned the advertising manager of the discery and told him what was happening and how the entire industry was being placed in grave jeopardy. The pressery called in all copies from retailers and wholesalers and destroyed its master. The record, choked off from supply, died without having inflicted too much damage.

This time the story is different. Pressing is not being made by any major and is not concentrated in one city, but by small independents in many cities. The danger is therefore much more virulent.

Horse race records are bad business any time, but in this particular era they are doubly dangerous. A wave of reform hysteria is sweeping the country and the screams for phonomen's scalps will rise to a blood-curdling crescendo if the citizenry is availed of an opportunity to pounce upon the ponied needles.

Public relations programs are very effective—so is plastic surgery. Cutting off one's nose to spite one's face is beyond the ability of plastic surgery or public relations to repair.

No Increase in Permo Price

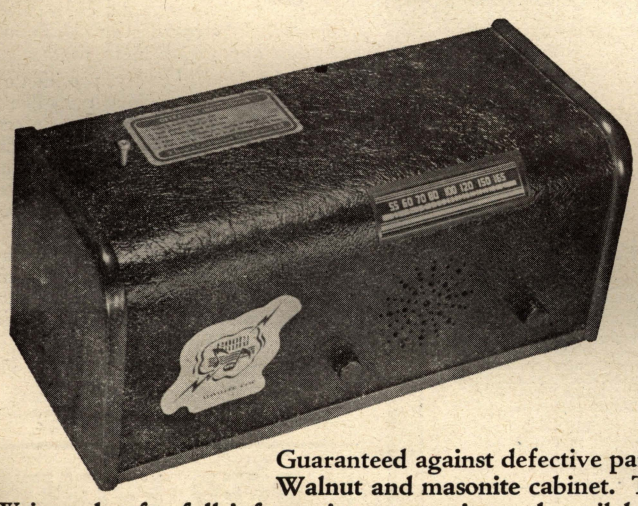
CHICAGO—Despite increased cost of material, labor and general overhead, Permo, Inc., makers of the famous Permo Point phonograph needle, will not increase the price of its product.

"Although some precious metals have jumped over 300 per cent, the ever-increasing volume of sales to music operators and improved and efficient production methods, engineered during the war, have enabled us to sell Permo Points at the same low price," Gene Steffens, vice-president and general sales manager, explained.

Cleveland Tune-ups

CLEVELAND — Leo Dixon's brother John passed away recently in Youngstown. . . . Formerly with Columbia, Gordon Boole is now managing Arnold Wholesale Corp.'s record department. . . . Dale Eyeman has been undergoing treatment in the Mayo Clinic. . . . Included among the Florida-goers are Nate Perelman and Joe Miklovic. . . . Hymie Silverstein returned from a Hot Springs, Ark. vacation. . . . Among the recent blessed-eventers are the Ed Stoeris and Jerry Malevans: girls. . . . Besides adding to the family, Malevan has added to his line: Continental Records.

Room Radio



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Six tubes (conventional type), AC operation, AC-DC units available on request.

One hour—two hour—or three hour cycles (play) 25c. Will take four quarters in coin chute at once, simple gear replacement is all that is required to change timing.

International timer — time tested, assuring long life.

Double locked, both rear door and coin box have separate pick-proof locks. This minimizes burglary loss possibility.

Designed to be easily serviced with a very low maintenance cost.

Guaranteed against defective parts and workmanship for one year, tubes 90 days.
Walnut and masonite cabinet. Tamper proof, insurable anywhere.
Write today for full information as to price and available territory franchises.
High signal to noise ratio. 5" Speakers insuring maximum tone quality.
Full vision eye dial making it easy to locate desired stations.
Styled to prevent theft as unit is too large to pack or conceal in standard luggage.
Limited investment for operators and distributors.
Write today for full information. A few choice territories for both distributors and operators are still available.

ROOM RADIO, INC.

7016 EUCLID AVENUE **Telephone EXpress 6287** **CLEVELAND 3, OHIO**

COMO LO VEMOS DESDE AQUÍ

Resumen de los sucesos importantes en la Industria

Por B. J. McManus

Condiciones actuales

Se teme que la escasez de carros de carga pronto resulte en una crisis que afectará a toda la vida industrial del país. Según los oficiales ferroviarios, los ferrocarriles no han podido obtener la cantidad de vagones cubiertos necesaria para reemplazar la cantidad retirada.

Durante la guerra los fabricantes de carros de carga no podían construir carros nuevos porque todos los surtidos de acero fueron destinados a usos militares. Después de la guerra la cantidad de acero asignada a las fábricas de carros de carga no ha sido suficiente para producir el número deseado de vagones.

Recientemente en Washington, D. C. se entabló una serie de conferencias entre oficiales del gobierno y representantes de los ferrocarriles. En estas conferencias esperan encontrar la manera de aumentar la producción de carros hasta 10,000 el mes.

Reunión de la NAMA

La National Automatic Merchandising Association (asociación nacional de manufactureros, distribuidores, y operadores de vendedores automáticos) ha anunciado la fecha para su reunión anual. Las conferencias y la exhibición de máquinas nuevas se celebrarán en Chicago el 14 hasta el 17 de diciembre en el Palmer House.

Por primera vez se incluirá una exhibición en la reunión. En la sala de exhibición del Palmer House cabrán 90 puestos para la exhibición de las máquinas nuevas.

También por primera vez la NAMA está preparando un anuario—la primera edición de su anuario *Automatic Merchandiser* (Vendedor Automático).

Anuario

La edición de 1947 del SOURCE BOOK OF THE COIN MACHINE INDUSTRY (anuario de la industria de máquinas automáticas) ya está en preparación. Publicado por THE REVIEW, este anuario incluirá: (1) una lista clasificada indicando los nombres de los manufactureros y suministradores de toda clase de aparatos, máquinas, equipos y accesorios, (2) una lista que da las señas de todos los manufactureros y suministradores en la industria, (3) un directorio de todas las asociaciones en la industria, (4) un índice de marcas de fábrica y nombres comerciales, (5) una lista de los distribuidores y negociantes medianeros, y (6) los avisos y anuncios especiales de muchos manufactureros y distribuidores.

A todos nuestros subscriptores se les mandará un ejemplar gratis. Ejemplares adicionales y ejemplares para los que no subscriban a THE REVIEW se venderán a $1.00 cada uno.

Cinta de papel registrador

Indiana Steel Products Company está fabricando una cinta de papel magnético que, según los oficiales de la compañía, pronto será ofrecida a los manufactureros de discos. Se dice que puede ser que reemplace el uso de discos en fonógrafos automáticos.

La cinta es un cuarto de una pulgada de ancho y está cubierta de una pólvora férrea de magnetismo excepcional. La cantidad de cinta necesaria para obtener media hora de música costará $1.50, poco más o menos.

Midwest Research Institute de Kansas City, Missouri, está fabricando el aparato grabador que se emplea con la cinta.

Las ventajas pretendidas por este nuevo método de hacer impresiones fonográficas son: diminuición del ruido de superficie, aumento en el número de funcionamientos posibles, eliminación del costo de discos quebrados.

Máquina nueva

Coffee Vendors of America, con oficinas en Hollywood y Chicago, está perfeccionando un vendedor automático de tipo nuevo para la venta de café caliente y buñuelos. Incorporadas en el diseño de la máquina hay varias ideas nuevas.

El señor R. A. Lowery, presidente de la compañía, ha anunciado que dentro de tres meses la empresa estará en plena producción. Según los planes del señor Lowery, se establecerá una instalación de montaje en Chicago en seguida. Las Piezas componentes serán fabricadas por varias empresas. Las primeras máquinas que salen de la línea de producción serán enviadas a Omaha, Nebraska, donde se harán las pruebas bajo la inspección del señor D. L. Hardy, secretario de Coffee Vendors of America.

Radio automática

Telecoin Corporation, de Nueva York, acaba de anunciar que va a fabricar radios

REMEMBER THIS

acme PLASTICS ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

SOLID COLOR
NON-INFLAMMABLE
NON-BRITTLE
SHRINK-PROOF
EXPERTLY MOLDED—PERFECT FIT

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. $5.00 Per Set.

Determine Right or Left as You Face Phonograph

ROCK-OLA

Standard, Master, De Luxe or Supers: Top Corners (Solid Red, Yellow or Green)	Each $12.75
Lower Sides (Red or Yellow)	12.75
Top Door Plastics (Red, Yellow or Green)	6.75
Commando: Top Corners	8.00
Top Center	7.00
Long Sides	12.75
Combination Yellow and Red Color Scheme	

SEEBURG

"Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green)	14.50
"Hi-Tone" Grille Pilasters (Solid Red, Yellow, Green or Onyx)	2.25
"Classic"—"Colonel": Top Corners (Solid Red, Yellow or Green)	$ 6.00
"Cadet"—"Major": Top Corners	2.50

WURLITZER

	Each
800 Top Corners	$16.50
800 Lower Sides	15.00
800 Middle Sides	3.25
800 Top Centers (Right or Left, Red)	9.50
800 Back Sides (Green)	9.50
800 Top Centers (Onyx)	5.25
600, 500 Top Corners	5.50
700 Top Corners	8.50
700 Lower Sides	9.50
700 Back Sides	8.50
750 Top Corners	9.75
750 Lower Sides	9.75
750 Top Center	5.50
750 Middle Sides	$ 2.25
850 Top Corners	12.50
850 Lower Sides	8.75
850 Top Center	12.50
850 Peacock Glasses	5.00
950 Lower Sides	12.50
24 Top Corners	1.20
24 Lower Sides	5.50
41, 61, 71 Top Corners	5.50

MILLS

Available in Red, Yellow or Green.

	Each
Throne—Empress: Top Corners	$14.00
Throne—Empress: Lower Sides	14.00

SHEET PLASTIC

Not Painted	Non-Brittle
20" x 50", Pliable. Per Sheet	$12.50
50 gauge, red, yellow, green or clear. 60 Gauge. Per sheet	$14.50

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

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automáticas. Telecoin es distribuidor de máquinas de lavar controladas por monedas. De sus oficinas en Nueva York, Chicago, Los Angeles, y San Francisco, Telecoin hará entregas inmediatas de las radios nuevas.

La máquina nueva es de diseño especial y ofrece la máxima protección posible contra vandalismo. La caja es de acero con superficie de esmalte endurecido, color de azul, que resistirá quemaduras. Pesa 20 libras.

La radio funcionará por medio de la inserción de 25 o 10 centavos, según lo que quiera el dueño de la máquina. Se puede arreglar el registrador de tiempo para que dé 30 minutos, una hora, o dos horas de servicio, según lo que quiera el propietario. Se puede sacar el mecanismo que rechaza monedas falsas sin usar destornillador. El cofre interior que recibe las monedas tiene cerradura semejante a la con que se cierra la caja.

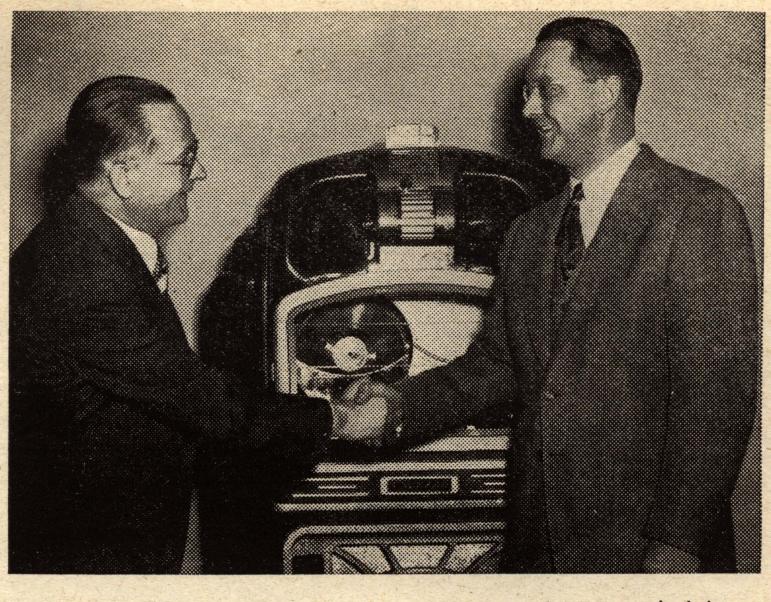
Escuela para mecánicos

La National Association of Amusement Machine Owners (asociación nacional de los propietarios de máquinas de pasatiempo y de máquinas para carnavales) va a establecer una escuela para la enseñanza de mecánicos. El período de instrucción durará doce semanas.

Formará parte de un curso de estudio aprobado por la Junta de Educación de Nueva York y la Veterans' Administration (consejo para los veteranos de la guerra). Los veteranos tendrán que estudiar la conservación y reparación de radios por 50 semanas. Después asistirán a las clases de dicha asociación por 12 semanas y por fin pasarán dos o tres semanas trabajando bajo supervisión.

Varios manufactureros de máquinas de pasatiempo han consentido mandar instructores a la escuela para que sea verdaderamente provechosa la instrucción que se ofrece.

El señor F. McKim Smith, presidente de la asociación, dice que ya ha recibido proposiciones de empleo para los graduados de la escuela y que es probable que aún antes de iniciarse las clases haya empleo para todos los graduados.



Charles E. Parker (left) is shown receiving a congratulatory handshake from William H. Krieg, president and general counsel of Packard Mfg. Corp., for his outstanding record during his first year as vice-president in charge of production and engineering.

Highlight of the testimonial banquet held in Indianapolis was the speech of Senator Homer E. Capehart, beamed from the senator's office in Washington by direct-wire, who said that upon completion of Parker's first year, "the Packard line of automatic music systems had become the finest in the world and that production had reached the highest level since post-war reconversion."

Other executives who attended were M. J. Smith, Sr., secretary-treasurer; T. J. Hicklin, sales manager; Gustave Erickson, chief engineer; William E. Woodworth, assistant factory manager; J. F. Ratliff, advertising manager; Horace Moorman, Sidener and Van Riper, Inc., Packard's advertising agency. Fifty other business associates of Parker also were on hand.

Mercer Song Wins Academy Award

HOLLYWOOD—Johnny Mercer's composition, *Atcheson, Topeka & Santa Fe* was voted the best song of 1946 by the Academy of Motion Picture Arts and Sciences.

Mercer, president of Capitol Records, is a top ranking singer, in addition to being one of the entertainment world's leading composers.

Sales Dept. Switch

CHICAGO—Due to his wife's poor health, Robert Hurley, assistant to L. C. Force on the sales staff, has transferred to the West Coast to become affiliated with the M. S. Wolf Distributing Co.'s Los Angeles office. Jack Bryson stepped into Hurley's shoes at the head office of AMI.

Bryson, a graduate of Beloit College, is a native of West Virginia, and served four years in the Navy.

ULTRAVOX WIRED PROGRAM REPRODUCER

Complete wired music location equipment for doctor's and dentist's offices, reception rooms, etc.

$49.50

Consists of wall cabinet, containing 12" speaker and a high quality full 10 Watt amplifier with volume control and switch—all in a single unit. Can be installed in a few minutes.

Immediate Delivery!

Terms: 1/3 Deposit, Balance C.O.D.

High quality full 30 Watt amplifier for factories, restaurants, etc. Will take care of ten to twelve 12" speakers $75

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Re-Sharpened on Precision Grinding Machines Make Your Needles Like New

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Write for details and free Shipping Containers
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FORT DODGE, IOWA

Hot off the Platters

KEY TO STAR RATING

5★—Get It! Tailor-made for top grosses on automatic phonographs.
4★—Acceptable for use on automatic instruments.
3★—Only average. Suitable for program fillers.
Records which do not warrant at least a 3★ listing are purposely omitted from reviews published.

ADVANCE

4★ 1000 Butch Stone
HOW BIG CAN YOU GET? (V N)
IN MY CONVERTIBLE CADILLAC (V N)

Advance makes its debut in the disc field with these two sides, and they strike a responsive chord on the topper. It's very well arranged by Van Alexander, and it has a tugging rhythm that stays with the listener. Underside is so-so fare.

APOLLO

3★ 381 Wynonie "Blues" Harris
TAKE ME OUT OF THE RAIN (V Blues)
YOUNG AND WILD (V Blues)

Standard race spot blues, with "B" shading the topper. Instrumentals and vocals are good. Under-flip is permeated by the slow, swingy insinuation of rhythm which takes hold of listeners.

4★ 1035 Luis Russell
MY SILENT LOVE (V FT)
ALL THE THINGS YOU ARE (V FT)

The Russell style of delivery has that floating-on-air quality which is phono-catching. Vocalist Lee Richardson tries too hard to impress and misses fire on "A" but "All the Things You Are" contains most things that coin-play are made of.

3★ 1037 Pancho
MIAMI BEACH RHUMBA (V Rhumba)
LA MULATA ARREBATA (Samba)

Average tropical tunes, with "A" falling below the line. It is an anemic rhumba for South of the Border fill. Other side is better but nothing outstanding about it.

BLACK & WHITE

3★ 117 Al Killian
KILLER'S BOOGIE (Inst.)
BOOGIE IN MY FLAT (Inst.)

Slanted for race spots. Pass up "A" because, although there are a few spine-tingling passages, it is weak and evinces little interest. The bracer should do all right; it is back-boned by a sterling piano which does everything a piano is supposed to do—and then some.

3★ 827 Phil Moore
YOU TALK HOLES IN MY CLOTHES (V N)
DON'T LIKE 'EM (V N)

Colored customers should gobble these up. Phil Moore's personal stylizing, the clever convincing lyrics, and his expert phrasing—plus a well-educated, light-pedalled piano all add up to one conclusion: heavy repeats.

3★ 828 Jack McVea
THE KEY'S IN THE MAILBOX (V N)
RICHARD GETS HITCHED (V N)

When "Open the Door" amazed everyone by becoming an overnight sensation, composers, band leaders and promotion men allowed their imagination to run hogwild—and now we're getting the results in biscuit form. Jack McVea's aggregation is now known as the "Door Openers." Side One starts out with the chanting refrain, "Open the Door, Richard," goes on to "The key's in the mailbox," and climaxes in "Open that door and walk right in." Side Two tells about Richard's marriage. The locations which will go for more of Richard's adventures after having the "door" dinned into their ears for weeks are not very plentiful.

3★ 3012 Gaylord Carter
DIZZY FINGERS (Organ inst.)
DANCING TAMBOURINE (Organ inst.)

Title of "A" pretty well describes tempo of both pieces. It seems like Carter is in such a hurry that he spends most of the time getting places instead of playing places. These should enjoy fair success, but slower numbers will go much better.

CAPITOL

3★ 367 Johnny Mercer
I DO DO DO LIKE YOU (V FT)
MOVIE TONIGHT (V FT)

The release sheet on "A" says that "Mercer comes up with something really new, different and fascinating." We agree with everything but the "fascinating." Mercer is caught offbase in this type of selection. The gypsy-like qualities of the musical background are quite catchy, and the Mexican-Italian lyric dialect are fairly convincing, but play on phonos will only be spasmodic. Flip-over is average fare, with a pleasing melody. The Pied Pipers chime in on the refrain.

4★ 370 Ella Mae Morse
HOODLE ADDLE (V FT)
PINE TOP SCHWARTZ (V FT)

Play-side is "A" side. Ella is at her boogie best and the tune is made to order for her style. "B" is the story of a gin mill piano player and hasn't got many repeat spurs. Terrific pianoing, thumped in boogie tempo, feature both sides.

4★ 371 Billy Butterfield
WE COULD MAKE SUCH BEAUTIFUL MUSIC (V FT)
AIN'T MISBEHAVIN' (FT VC)

Topper is an oldie of 15 years ago which is back on Comeback Trail. The clear sweet voice of Pat Flaherty and the fine trumpeting of the maestro do much for this number, but in our book it just passes the average zone without too much to spare. The do-re is on "B," a vervy, dynamic sock-special, with Billy's horn setting a groovy pace and his vocalizing adding the final touches to a play-getter.

3★ 372 Joe Alexander
HEARTACHES (V FT)
IF I HAD A CHANCE WITH YOU (V FT)

It could be the arrangement; it could be the melody; it could be a combination of the two. But whichever it is, this disc misses phono fire. Both are so-so fare. One conclusion is ever-present: Joe Alexander has all the makings of another Billy Eckstine. His romantic ballading is the star light of these platters. The string section turns in a fine job, too.

3★ 373 Wesley Tuttle
LITTLE YOU CARED (V HB)
A BROKEN PROMISE MEANS A BROKEN HEART (V HB)

Good Western fare. The lead-off tune eases past the three-star post but doesn't quite make it to four. It's a sprightly, finger-quick tempo tune, with guitar, piano and fiddle jig-sawing evenly with Tuttle's voice. Under-side is well done, but falls into the usual tear-jerking category.

3★ 374 Benny Goodman
LONELY MOMENTS (Inst.)
WHISTLE BLUES (Inst.)

This is BG's first waxing since signing a Capitol contract. Unless the listener is a wool-dyed Goodmanite, these won't rate very high on the phono listing. Instrumentals are true and clear and Benny's clarinet is as sharp as ever, but gauging these for coin insertion leaves only one verdict: mediocre. Play edge goes to "B," which is a well-paced novelty.

3★ 375 Peggy Lee
SPEAKING OF ANGELS (V FT)
SWING LOW SWEET CHARIOT (V FT)

Peggy's voice is awfully sweet and warm on "A," and orchestration is mellowly sympathetic, but the tune fails to ignite the four-star fire in Phonoville; it gets in the groove at the start but by the time it gets out, the groove has changed to a rut. Flipper is a spiritual with hopped-up arrangement. Phonograph appeal on this one is lukewarm.

4★ 376 Benny Goodman
IT TAKES TIME (FT VC)
MOON-FACED, STARRY-EYED (FT VC)

Topper takes it with a lilting hoppy rhythm which weaves in and out and up and down. Fine arrangement and clicky instrumentals. Johnny Mercer starts the vocal chorus unanimatedly but warms up to an acceptable rendition. Platter mate made a hit in the New York musical, "Street Scene" but it's unimpressive on this waxing.

3★ 377 Hal Derwin
IT MIGHT HAVE BEEN A DIFFERENT STORY (V FT)
YOU CAN TAKE MY WORD FOR IT, BABY (V FT)

Derwin is a top vocalist and he delivers the goods on both these numbers but flip-on suffers from too much "sameness" as the usual run of romantic ballads. Flip-over is more sprightly, tempo is livelier, and Derwin is equally as good. Nod to "B."

3★ 378 Cliffie Stone
MY PRETTY GIRL (V FT)
TIGER RAG (Inst.)

If there were more distinguishing features about the melody of the first one, it would rate four stars without a dissenting vote because the bright swingy style of Cliffie Stone and the delightful girl trio, the Three Stepping Stones, plus some nice electric guitaring and saxing resound sweetly on the ear drums. The same swingy smooth treatment is injected into "B," but somehow this perennial, without the smash-bang treatment it is always accorded, misses something—enough to keep it out of the winner class.

COLUMBIA

4★ 37234 Dinah Shore
ANNIVERSARY SONG (V FT)
HEARTACHES, SADNESS AND TEARS (V FT)

Ace-high rendition of the tune that pulled out of "The Jolson Story" and raced to the top of the Hit Parade is the Shore-Stoloff offering. Dinah pulls no stops in her vocal delivery and Stoloff rings the ork dry of instrumental expression. On the under-flip Dinah teams with Spade Cooley and the finished product is one that will go in both Western spots and pop places. Dinah spins silvery threads of pensive reminiscence and Spade and his boys back her superbly.

4★ 37251 Frank Sinatra
I WANT TO THANK YOUR FOLKS (V FT)
WHY SHOULDN'T IT HAPPEN TO US (V FT)

Your needle is glued to a play-getter on "A," which is tailor-made for the swooner. A romantic ballad with fine backing by Axel Stordahl. "B" is an also-ran in the record derby. While the lyrics are clever and sprightly, the same can't be said for the tune.

For—

HARD TO FIND

INDEPENDENT RECORDS

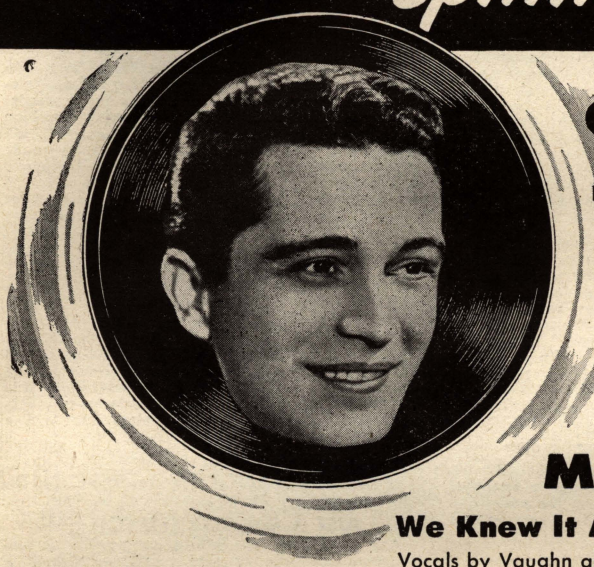
SONORA RECORDS 39c each

√ FOUR STAR √ LINDEN √ RHAPSODY
√ BLACK AND WHITE √ EXCLUSIVE

W. H. LEUENHAGEN & CO.

New Phone: DRexel 1345
1813 WEST PICO BLVD. LOS ANGELES 6, CALIF.

NEW ONES that will keep spinning...and earning!

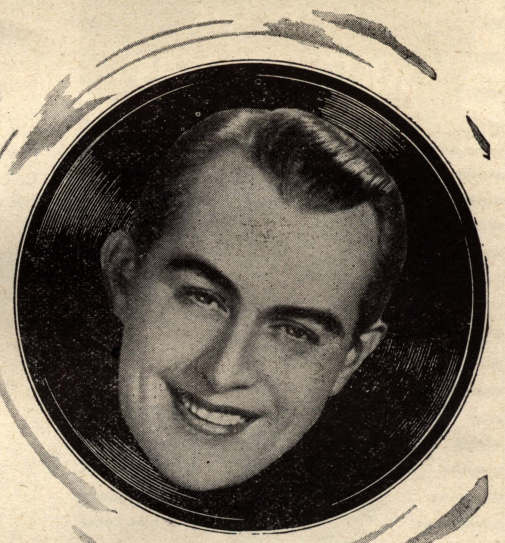


COMO!

with Orchestra,
Lloyd Shaffer, Conductor

Song of Songs
AND
Easter Parade

RCA Victor 20-2142



MONROE!

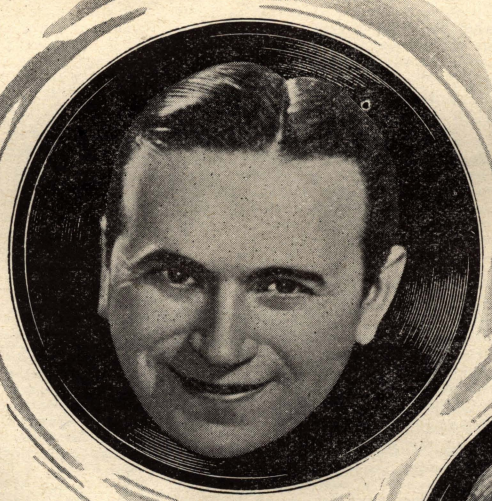
We Knew It All The Time
Vocals by Vaughn and The Moon Maids
AND **As You Desire Me**

RCA Victor 20-2178

THE THREE SUNS

If I Had My Life to Live Over
Vocals by Artie Dunn
AND
Beatrice

RCA Victor 20-2164



SPIVAK!

Why Did It Have To End So Soon?
Starring Charlie's new vocalist, Tommy Mercer
AND
You Can Take My Word for It, Baby!
Scat singing by "Rusty" Nichols and The Stardreamers

RCA Victor 20-2166

THE GINGER SNAPS

There's a Big Rock in the Road
AND
Turnpike Turn

RCA Victor 20-2170

ROSALIE ALLEN

and The Black River Riders
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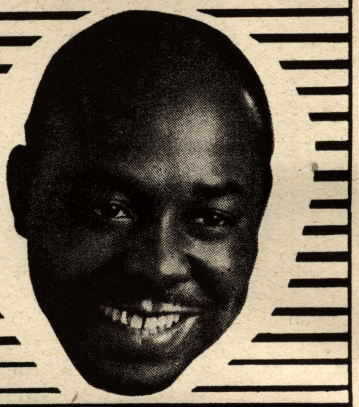

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5★ 37252 Frankie Carle
ROSES IN THE RAIN (FT VC)
YOU ARE THERE (FT VC)

First flip is a thing of melodic beauty, guided into Hitville by the sensitive piano fingering of Frankie Carle and the very fine voice of Marjorie Hughes. This one will be a sizzling best seller—so load up your stock shelves. Under-one follows pretty much the same style; Carle's keyboarding is excellent and Gregg Lawrence picks up the vocs, but the number hasn't got the ethereal beauty of "A."

3★ 37253 Dick Jurgens
I MISS THAT FEELING (FT VC)
FRASQUITA SERENADE (Inst.)

"A" is a good average tune served in fair style; it is released in time to catch any ricochets from "Smash Up," the movie from which it originates, but we don't think it will create much of a stir—at least not from this Jurgens rendition. "B" starts off like it is going places but there are too many detours before it reaches spin-off road.

3★ 37264 Harry James
YOU'LL NEVER KNOW (Inst.)
KEB-LAH (Inst.)

James' fans will be out for your reviewer's scalp at this rating, and in the parlance of Brooklyn baseball fans they will shout, "He wuz robbed." From a standpoint of phonograph appeal, these are just average—devout James followers excepted. First side is played in soft, relaxed style, with James' trumpet and "Corky" Corcoran's tenor sax sharing the spotlight. Flip is faster, with the Horn, Willie Smith (sax) and Juan Tizol (trombone) getting solo stints.

4★ 37266 The Modernaires
HOODLE ADDLE (V FT)
IT'S LOVIN' TIME (V FT)

The harmony on these sides is unexcelled. On the front one, the Modernaires chirp in beautiful blend, and then show versatility on the under-one by almost putting the listener to sleep with a tender, dreamy offering.

3★ 37267 Tex Daffan
BABY YOU CAN'T GET ME DOWN (V HB)
YOU BETTER CHANGE YOUR WAYS (V HB)

Tex wrote both these tunes and they're both good. Although following pretty much the same pattern as the run of the range cowboy ballads, delivery is good, melody is lively, and they'll be welcomed into country spots.

4★ 37269 Frankie Carle
SUNRISE SERENADE (Inst.)
CARLE BOOGIE (Inst.)

Two ballads which showcase Frankie's piano virtuosity. First is the number on whose wings he soared to fame while with Horace Heidt's orchestra. Under-side is a dazzling rhythm dish. Both are original Carle compositions. Both are re-issues. Both will draw lots of play.

3★ 37270 Gene Krupa
OLD DEVIL MOON (FT VC)
SAME OLD BLUES (FT VC)

These won't cause any stampede in the direction of your coin chutes. First lacks intrinsic qualities of money-making disc. Second is smoothly delivered but it too fails to strike a responsive chord on the old repeater.

4★ 37271 Claude Thornhill
SNOWFALL (Inst.)
AUTUMN NOCTURNE (Inst.)

A couple of re-issues. Front side is the Thornhill theme song and became a best-seller overnight, but this version suffers from too many intricate piano patterns, thus spoiling its effect. Back side is an artistic keyboard treat which should garner lots of mint-made pieces.

KING

3★ 592 Delmore Brothers
BROWN'S FERRY BLUES (V HB)
MISSISSIPPI SHORE (V HB)

Pass up the first pitch; it won't do your cash box a bit of good: tune is monotonous and vocals are poor. Second toss-up is acceptable for phono use; a vocal duet, guitars and harmonica make up the combo. The vocals are unconvincing but the rhythm is good and the guitars and harmonica spark throughout.

4★ 600 Ocie Stockard
TWIN GUITAR POLKA (Inst.)
O.P.A. BLUES (V Blues)

"A" is a standard guitar polka rendition—mediocre. "B" is where the coin nestles. Race spots should eat it up. Ocie Stockard's Wanderers un-needle this one with fresh styling; lyrics hit the spot where the money spouts; rhythm is vervy; vocal is without peer.

MAJESTIC

4★ 7213 The Twilight Three
ENCHANTMENT (Inst.)
A THOUSAND AND ONE NIGHTS (Inst.)

Styled along the lines of The Three Suns, The Twilight Three have a nice soothing relaxful delivery and at the same time have tonal depth. Money side is No. 2: it is a soul-stirring rendition from the movie "The Song of Scheherazade." On the strength of its merits, it is plenty good; given the benefits of the movie tie-up, it will roll a clear wide path through Coinville. "A" is nicely handled but the melody lacks sustaining interest and hence will not receive sustaining play.

3★ 1104 Thelma Carpenter
HARLEM ON MY MIND (V Blues)
JOSHUA FIT DE BATTLE OF JERICHO (V Spiritual)

Limited play possibilities. Topper hasn't got what it takes to make race spots go ga-ga and it hasn't got enough popular appeal—sort of a "middle-of-the-road" rendition. Underflipon is a sprightly offering with spiritual undertones. Ticketed mostly for race spots. Thelma does a fine job vocalizing both sides.

5★ 1116 Louis Prima
BACIAGALOOP (Makes Love On Da Stoop) (V FT)
JUST A GIGOLO (FT VC)

Any time you run into a song with an unpronouncable title or silly vocals — give it a close hearing because, on the basis of past history, it has the makings of a hit. "A" has something besides a syllable-mangled title, however; it has the infectious, chirpy, repetitous kind of music that causes the listener to start humming after he's heard it once. It's the kind of tune that stays on the outer rim of the conscious mind and keeps popping up. Orchestration is excellent, Prima's vocals are unmatched, and the lyrics are catchy and clever. Stock up and watch the customers go to town. "B" is average fillfare.

4★ 6003 Foy Willing
NO ONE TO CRY TO (V HB)
SO ROUND, SO FIRM, SO FULLY PACKED (V HB)

"A" is a well-done cowboy lament; "B" is the zippy catch-tune with the bouncy rhythm. Latch your coin trail to "B," podner, for those round, firm mint pieces.

4★ 12009 Georgia Gibbs
HOW ARE THINGS IN GLOCCA MORRA (V FT)
NECESSITY (V FT)

Both are from the show "Finian's Rainbow." On the opener, "Her Nibs" is not quite up to her usual standard but she's not far enough behind to alter the rating of a top-flying tune. "B" has a few nice flashes—but they're too few to bolster collections. Stick to "A."

M-G-M

3★ 10001 Jimmy Dorsey
HEARTACHES (V FT)
THERE IS NO GREATER LOVE (V FT)

On "A" Dorsey reverts to his "two tempo style." Bob Carroll's baritone delivers the first chorus in slow-paced rhythm which has a lot of fine qualities. Had he continued throughout, this would rate a notch higher. But Dorsey moves into a bounce rhythm and Dee Parker handles the last 32 bars in jump vocal, which definitely hurts the listenability of this side. Wax Two is a romantic ballad, nicely arranged with a good vocal, but this oldie fails to revive any en-

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thusiastic interest. It's okeh but nothing to buy in quantity.

4★ 10003 Kate Smith
ANNIVERSARY SONG (V FT)
IF I HAD MY LIFE TO LIVE OVER (V FT)

Despite the fact that "A" is one of the nation's most popular tunes, it's Side Two which brings home the four star bacon. Kate does a below-par job on top-side vocals and Jack Miller's Ork doesn't help put it across. On the under-fling the backgrounding isn't too good but Kate comes through with a beautiful rendition to make it a desirable disc. Watch this number go places; it's got all the qualities of a big hit.

3★ 10004 Sy Oliver
HEY DADDY-O (V N)
SLOW BURN (Inst.)

Top flip may enjoy limited success in race spots—but that's about all. It's a novelty slow jump number, with solid licks of piano and trombone predominating. Second side has more phono appeal: a slow moody instrumental, with a haunting yet swingy beat. Clarinet, trumpet, tenor sax, trombone and piano solos are featured.

MUSICRAFT

3★ 472 Paul Lavalle
SOUVENIR (Inst.)
HORA STACCATO (Inst.)

Lavalle has the reputation of having one of the most individualistic minds in the music world. Maybe so, but we feel his handling of these discs, especially "A," is a little too individualistic for phono appeal in quantity. Lavalle pitches a neat clarinet solo on this one but too much styling hurts it. "B," with the deft guidance of racing strings, fares better. Latter is geared for wired music men.

3★ 489 Boyd Raeburn
INTERLUDE (Inst.)
MARCH OF THE BOYDS (Inst.)

Raeburn is another individualist who is supposed to be years ahead of his time. This pair has good instrumentals and will take hold with a restricted number of jazzsters.

3★ 15104 Mel Tormé
WHO CARES WHAT PEOPLE SAY (V FT)
I'M YOURS (V FT)

A newie and an oldie combine on this disc. Topper is from the movie "Nora Prentiss;" flip is re-issue. Sonny Burke's Ork turns in an average accompaniment, and Tormé untonsils in his warm intimate Sinatraish style. Highlight is the vocals; best coin collector is "A."

NATIONAL

3★ 4014 Dusty Fletcher
I'M GOING BACK IN THERE (V N) Parts 1 & 2

While millions of phonographs throughout the country were being tone-armed to death with "Open the Door Richard," National rushed through another along the same lines. It's the story of a darky who was tossed out of a bar and his struggle to get back in. Some of the gags are laugh-provoking, but this one lacks the infectious rhythm of "Richard." The biggest reason why this one won't come close to duplicating the success of the "Door" is that "Richard" has opened every door in this country countless times and it is the kind of novelty that shoots to fame overnight and drops to the wayside the next morning. "Richard" is plummeting downward, and the only play this one will get will consist of rebound shots before "Richard" washes ashore.

3★ 9027 Red McKenzie
ACE IN THE HOLE (V N)
PEG O' MY HEART (V FT)

These revived recordings should get fair reception. On the first fling McKenzie handles a difficult novelty in fine style, combining the cynical with the sentimental. Under-toss is earmarked with the styling of McKenzie and Dave Rhodes; total effect is not too impressive. Red's

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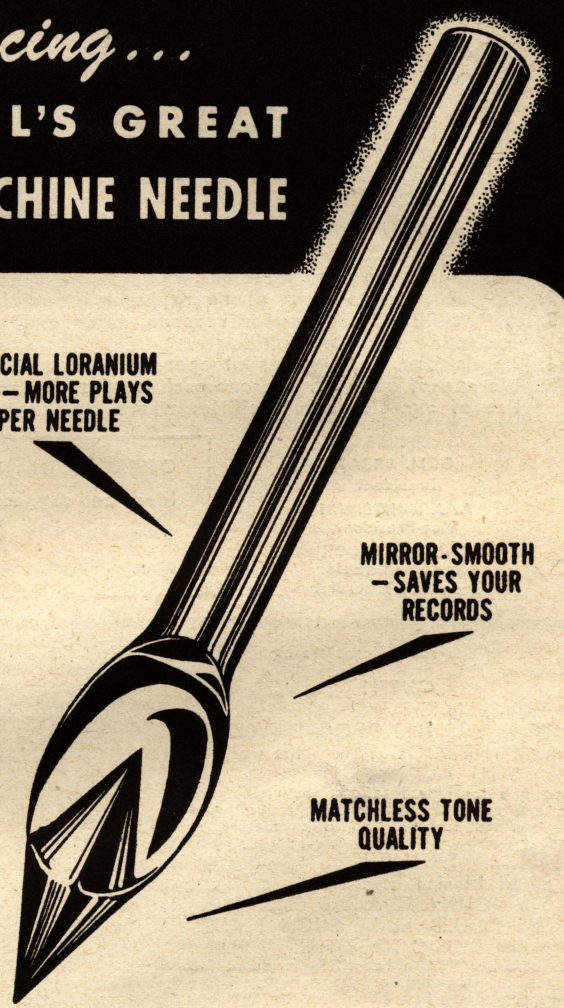

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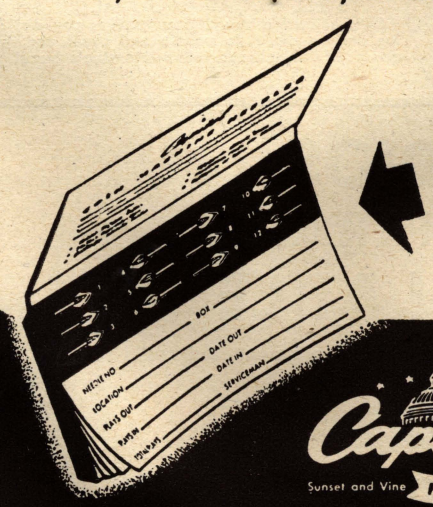

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warm phrasing and robust tones are highlights of this coupling.

QUEEN

3★ 4129 Robie Kirk
WHERE IS THE GROOVE (V Blues)
MIX THE BOOGIE (with the woogie) (V N)

Good fare for race locations. Both sides are tinkly, and sprightly, with a rhythmic beat and sharply defined tempo. "A" is excellently arranged.

SIGNATURE

4★ 15068 Monica Lewis
I'M GONNA BE A BAD GIRL (V N)
WE COULD MAKE SUCH BEAUTIFUL MUSIC TOGETHER (V FT)

Four bells for "B," a beautifully rendered job with Monica sparkling at the syllables. Fine accompaniment by Ray Bloch and his Ork. As for the top one—we recommend not using. This recommendation does not arise from prudery but in the interests of continued operation without a bevy of civic groups and PTAers picking a bone of contention. The theme of the melody—which, incidentally isn't a bad novelty—isn't good. Just as surely as your reviewer is sitting here typing out this review, so will the cry "The phonos are trying to corrupt our young womanhood" result if it is played. So stick with "B"—there's enough coin there for both sides.

3★ 15070 Ray Bloch
WHEN I GROW TOO OLD TO DREAM (V FT)
LYDIA (Inst.)

Ray Bloch comes through with a decidedly different arrangement on the opener but it hasn't got phono lure. It's too dynamic, there are too many changes of pace in the rhythm and the choir lends a churchy solemnity which detracts from phonograph appeal. Highlight is the fine pianoing of Johnny Guarnieri. The second spin, from the film by the same name, is tabbed for wired music. While it is very stirring and well orchestrated, it has too much of the "symphonic" touch to make it universally popular with phonos.

3★ 15071 Johnny Bothwell
GET A PIN UP GIRL (FT VC)
DOG PATCH BOOGIE (V FT)

No rave reviews on these. Top-side is novelty vocalled by Pete Carlisle and Claire Hogan, and while some of the lyrics are kind of cute, the over-all effect is just mediocre. This flip will out-play "B" which is a monotonous rendition of the trials and tribulations of Lil' Abner and Daisy Mae.

4★ 15072 Monica Lewis
I'M IN THE MOOD FOR LOVE (V FT)
WHY DO I LOVE YOU? (V FT)

If listeners are not in the mood for love after hearing either one of these oldies, they never will be. Dream-dance naturals, that have lost none of their poignant appeal, they are served up by beauteous Monica in relaxed, warm, sincere style.

4★ 15075 Larry Douglas
ANNIVERSARY SONG (V FT)
THE GIRL THAT I MARRY (V FT)

Lead-off tune, one of the top pops of the day, is given exceptionally good treatment by Larry Douglas and the Roland Dupont Quintet. It's one of the finest offerings of this disc yet heard. Under-fling is also a beautiful number but it has been up among the elite for a good many weeks and is now on the other side of the pendulum. Accent on "A."

SONORA

4★ 2000 Roy Smeck
CHARMAINE (FT VC)
STEEL GUITAR RAG (Inst.)

"The Wizard of the Strings" strikes pay dirt on the first needle. It's smooth and sweet and will go good on phonos. Bob Houston's vocal is apropos. "B" is a hopper which fails to land in the chute. Stick to "A."

3★ 2002 George Towne
YOU CAN'T SEE THE SUN WHEN YOU'RE CRYIN' (FT VC)
WE COULD MAKE SUCH BEAUTIFUL MUSIC (FT VC)

Sum-up on "A": Just another rendition. It lacks sparkle and animation and sounds like the boys are in a hurry to get to the last groove. "B" is better and gets the nod.

SPECIALTY

3★ 516 Roy Milton
LITTLE BOY BLUES (V N)
THEM THERE EYES (V N)

Roy Milton's Solid Senders are all of that and then some on this brace. Camille Howard, piano; Hosea Sapp, trumpet; Bill Gaither, tenor sax; Earl Sims, alto sax; Clarence Jones, bass; and the Maestro on drums are masters of their instruments. "A" is for race spots; it's got a good beat and the rug cutters will cut aplenty on its fast vervy track. Other side is paced slower; beat is swingy and plenty smooth. Appeal on this one is not confined to race locations.

VICTOR

4★ 20-2126 Tex Beneke
HOODLE ADDLE (V FT)
ANNIVERSARY SONG (FT VC)

Chips are high on the front number, ably vocalled by Beneke and the Mello Larks. The back flip is well done but would have fared better if Garry Stevens would have soloed it because the Mello Larks detract instead of add to its marketability.

4★ 20-2139 Zeke Manners
FAT MAN BLUES (V N)
EENY MEENY DIXIE DEENY (V N)

Side Two is definitely an entry in the "dark horse derby." It is one of those light, airy, silly songs with a catchy melody which may take hold and rival "Chickery Chick" and "One-zy Two-zy." It has charm and snap and Zeke and his Singing Lariateers don't miss a beat. Entreé is a rousing, boogie-paced blues which should rate attention by the younger set.

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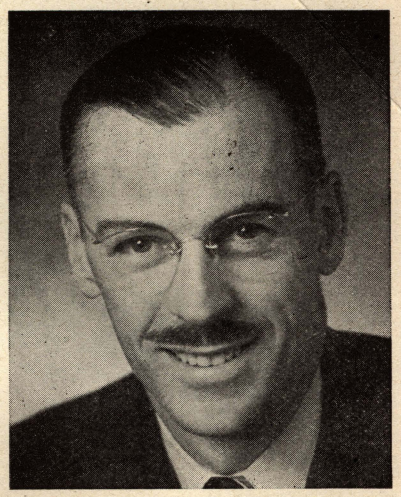

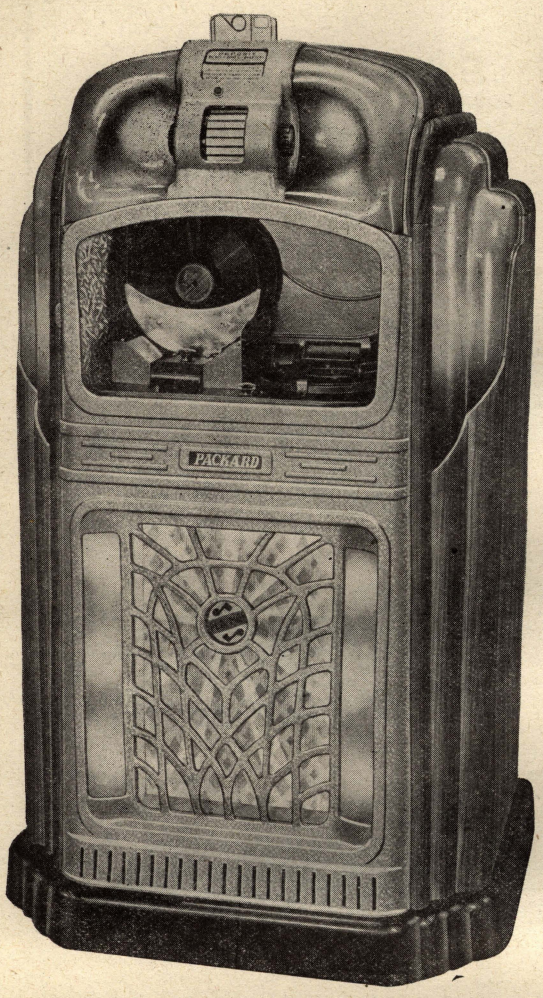

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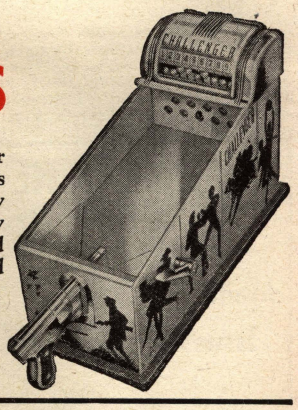

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4★ 20-2143 Phil Harris
THE PREACHER AND THE BEAR (V N)
WHERE DOES IT GET YOU IN THE END? (V N)

These are hot grease for any phonoman's tone arm. Harris is superb in his inimitable rapid-fire patter and clear diction on "A" and is equally good on the other side. "B" is at slower gait, swingier, but will draw just as heavy.

3★ 20-2148 Count Basie
FREE EATS (V FT)
BILL'S MILL (Inst.)

For restricted clientele. The jive boys will come alive on these. Solid swingy beat throughout, arranged in Basie powerhouse style, featuring tricky keyboarding and good tenor saxing.

4★ 20-2149 Jane Harvey
MY NUMBER ONE DREAM CAME TRUE (V FT)
FOGGY RIVER (V FT)

Former BG vocalist Jane Harvey makes her debut with Victor—and does right well. Play number is "A," a provocative, light and airy ballad. "B," in slightly accelerated tempo, is equally well sung but the ditty hasn't got the magnetic appeal of its foreplayer.

3★ 20-2152 Ruby Smith
PORT WINE BLUES (V Blues)
YOU SATISFY (V Blues)

Make way for Ruby Smith on the blues bandstand. She should win a wide following on the strength of this disc. Ruby has a very pleasing voice and she can run the gamut from mellow to mean. Her screeches of delight on the flipover give the tune a convincing, punchy potency.

3★ 20-2156 Walter Davis
MY FRIENDS DON'T KNOW ME (V Blues)
WHEN YOU NEED MY HELP (V Blues)

Outstanding feature of this coupling is the ivory massaging. Otherwise these are average blues offerings.

4★ 20-2157 Deep River Boys
JEALOUS (V FT)
CHARGE IT TO DADDY (V FT)

In its decision to revive "Jealous," Victor could not have selected a better combo than the Deep River Boys. They are an outstanding group, with a special vocal blend which results in near-perfect harmony. Backed by piano, guitar, bass and drums, they give out in silky smooth manner.

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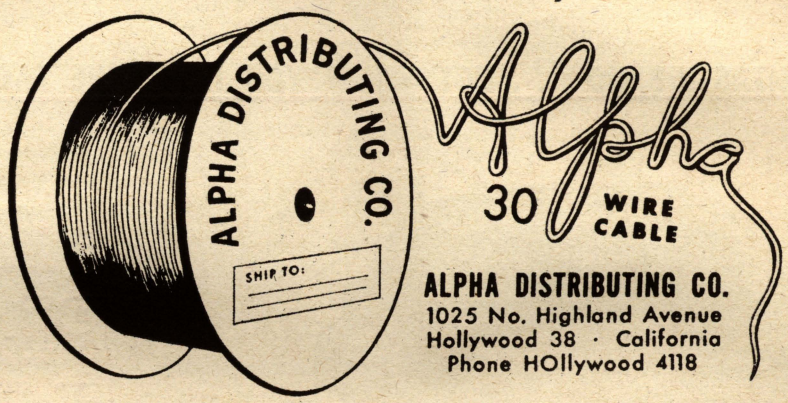

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The reverse is a novelty, light-hearted and rhythmic. Play edge to "A."

3★ 20-2058 Eddy Arnold
WHAT IS LIFE WITHOUT LOVE (V HB)
BE SURE THERE'S NO MISTAKE (V HB)

Top Western fare. Eddy Arnold has a bright, cheery quality to his voice which makes for pleasant ear-drumming. Fine fiddling and solid support by the Tennessee Plowboys round out two lilting sides.

4★ 20-2090 Texas Jim Robertson
LAND, SKY AND WATER (V HB)
SEVEN WOMEN IN ONE (HB VC)

"A" is standard Western tuning, nostalgic, well done. "B" is the play baby. It's got a chirpy, infectious melody, and its lyrics are so so right. The Panhandle Punchers turn in a terrific backdrop job, and the popularity of this one will outgrow hillbilly terrain.

3★ 20-2173 Big Maceo
DETROIT JUMP (V N)
COME ON HOME (V Blues)

Dough disc is on front side. Race spots will eat it up. It's a red-hot riffer, with a torrid piano. A torso twister if we ever heard one. Beat booms solid and true. "B" is quick-tempoed blues, with usual shouts, and fast rhythm.

4★ 20-2176 Freddy Martin
WHAT GOOD WOULD THE MOON BE? (FT VC)
MOON-FACED, STARRY-EYED (FT VC)

This brace is from the musical production "Street Scene." Lush strings of the Martin Men back the starter in fine fashion. Stuart Wade catches the spirit of the ballad and vocals it home. Murray Arnold picks up the singing chores on the back-flip and with the accent on the brass and reeds, Martin scores again. This one is catchy and sweet, and although it is a natural for a pair of jitterbugs, there is enough beauty and charm to tempt anyone's ears.

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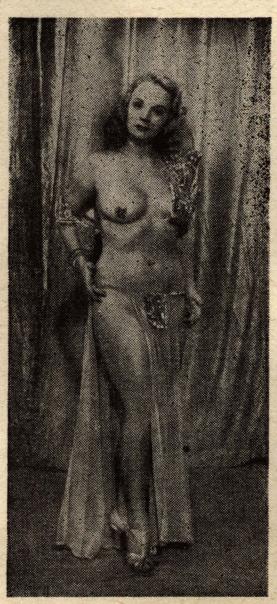

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While the harmonica is not commonly regarded as one of the most expressive of instruments, in the hands of Sebastian it becomes phenomenally sensitive. His wide range of numbers and superb artistry make this an album most operators can use to advantage. His recordings of Malaguena, Ritual Fire Dance, Stompe and Harmonica Player will win repeat plays on almost any phonograph. Try these tunes.

Victor P-169

CONCERTO featuring Freddy Martin and His Orchestra. Tchaikovsky Piano Concerto No. 1, Cornish Rhapsody Theme, Grieg Piano Concerto, Night and Day, Rachmaninoff Piano Concerto, Symphonie Moderne, Warsaw Concerto, Intermezzo.

The "Concerto King" is right at home on this group of outstanding numbers which have been rave favorites in his catalog. Each of these 8 sides can be used over and over again by phonograph operators for all are dance arrangements combining exquisite classical themes with toe-tapping tempos. Don't pass this album by—buy it! And use it profitably for months to come!

Establish Music Route

VANCOUVER, B. C. — George Horkan and Stan Thomas have entered the B. C. music fold and are building up a good-sized route.

Another Extra Service For Music Operators!

THE REVIEW was first in the trade to establish an "Automatic Music" Section for operators; was first to inaugurate a special department for reviewing 10" and 12" discs for wired music men.

Once again, in an effort to expand its service, THE REVIEW offers operators an added feature: A "Dark Horse" appendage to its ten top tunes in the popular, Western and sepia fields. The same coast-to-coast surveys which result in the careful selection of the ten most-played discs is furnishing the three numbers most likely to win, place or show on the Big Ten next month.

For authentic tips on the "comers" who bear watching, follow THE REVIEW'S "Automatic Music" Section regularly.

Tradio Distributor In New Quarters

NEW YORK—Ben H. Golob Distributing Corp., distributor for Tradio in Pennsylvania, New Jersey and Delaware, is now ensconced in its new offices at 303 Fourth Ave.

According to Fred Meyer, sales manager, operators are showing increasing interest in the Tradio line. He also states that the firm has discovered many new types of locations for Tradio installations.

The company expects to have a display model of *Tradiovision*, the coin-operated television set, in its showrooms in the near future.

New lines of coin equipment, which the Golob Corp. will distribute, are expected to be announced shortly.

Apollo to Add Seven New Branches

NEW YORK—When 1947 is tucked away in the archives of time, Apollo will have 15 branch offices, almost double their present distribution outlets. Latest branch to be opened is one in Philadelphia, with Manny Jaspan in charge of the Pennsylvania, Delaware and South Jersey areas.

During the past three months Apollo has tripled production; this is attributable to larger quantities of shellac plus large-scale manufacturing facilities.

Change Meeting Schedule

MILWAUKEE—The Wisconsin Phonograph Operators Association, who formerly convened once a month, will get together every three months after the April meeting. Luncheon will be a part of the tri-monthly sessions.

PERMO POINT ROUND PHONO NEEDLES

The needle designed to meet today's conditions. Round instead of elliptical. Tried, tested and thoroughly proven.

1 to 10 . . . 35c
11 to 99 . . . 32c
100 or more . 30c

—SEE—

PAUL A. LAYMON
DISTRIBUTOR
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THESE COIN MACHINE MANUFACTURERS

know the first impression is the lasting one. So they send out their machines equipped with PERMO POINTS.

WURLITZER MUSIC
Aireon
ROCK-OLA
Homer A. Capehart's PACKARD PLAMOR
MILLS
The Sound of CABEL

MOST FOR YOUR MONEY

When you install a PERMO POINT needle, you get most for your money because PERMO POINTS combine 1. LONG NEEDLE LIFE . . . 2. KINDNESS TO RECORDS . . . 3. DEPENDABILITY. And

NO INCREASE IN PRICE!

PERMO POINTS — precision designed and more costly to make. But never has quality been sacrificed to maintain price; no substitute material at any time . . . *Now a bigger value than ever!* No wonder there are more Permo needles sold than all other longlife needles combined.

ELLIPTICAL

PERMO INCORPORATED
Chicago 26
The original and world's largest manufacturer of longlife phonograph needles

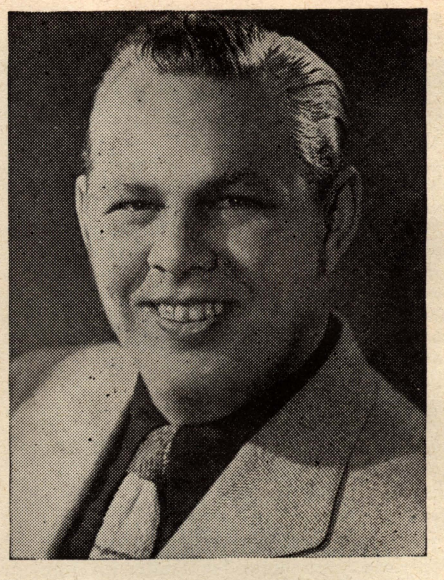
ROUND

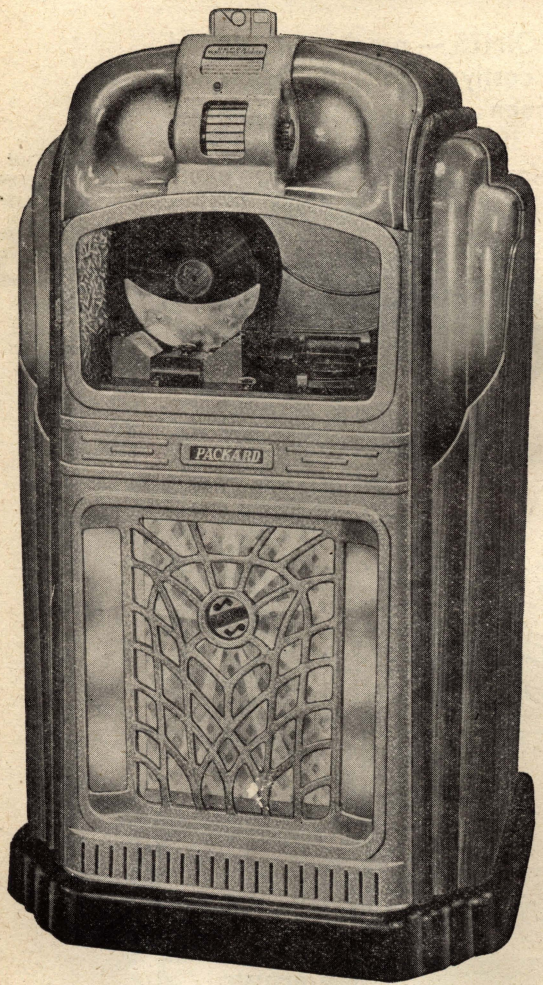
At all Decca, RCA Victor, Columbia Record Distributors

OPERATORS WHO KNOW WHAT IS COMING OUT, SAY

JACK HAS DONE IT AGAIN

DROP INTO OUR SHOWROOMS
AND SEE IT ON DISPLAY





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Don't Pass Up These Units . . .

MODEL 400 PHONOGRAPH HIDEAWAY

Small enough to slip into any nook or closet—compact enough to remain unnoticed—expertly engineered to give consistent, trouble-free operation . . . that's the Model 400. A demonstration will convince you!

The OUT-OF-THIS-WORLD SPEAKER
REMOTE CONTROL BOX
The DAHLIA, DAISY and ROSE Auxiliary Speakers
. . . and PLENTY OF CABLE FOR INSTALLATIONS!
Don't Delay . . . Come in Now!

WE CAN DELIVER YOU THE ORIGINAL
PACKARD 30-WIRE CABLE for 24c
WITH NEW PACKARD BOXES

Come In And See Us About Our
NEW FINANCE DEAL

WE CAN NOW MAKE IT POSSIBLE FOR YOUR MACHINES TO PAY THEIR OWN WAY

THE LATEST IN INDEPENDENT PHONOGRAPH RECORDS FOR JUKE BOXES

TWO LOCATIONS TO SERVE YOU

JACK GUTSHALL DISTRIBUTING COMPANY

GENE DE VILBISS, *Manager*
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(ROchester 2103)
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WALTER SCHINKAL, *Manager*
2417 Imperial
(Main 3721)
SAN DIEGO, CALIF.

A FLOOD OF SOFT LIGHTS
GAY!...APPEALING!...AND
Beautiful!

PACKARD PLA-MOR'S NEW *Phonograph*

MODEL 7

It's an eye-arresting beauty—with flaming red crown of plexi-glass, molded to the graceful contours of its beautifully-styled cabinet. Softly glowing rainbow hues highlight the rich, walnut finish . . . and accent glorious tone.

Distinctive front and grille are gold and brown finish—hammered aluminum—attractively designed. At the top is PACKARD's famous selector—its spinning black knobs beckoning all who pass to *stop and play!*

Here's "play appeal" to draw more business for your locations . . . make you bigger profits! Engineering by PACKARD assures you it's an instrument that's dependable in performance, economical to operate . . . and easy to maintain. See your Packard distributor now for early deliveries.

PACKARD MANUFACTURING CORP. • INDIANAPOLIS 7, INDIANA

1947's FINEST! Big, 15-inch dynamic speaker reproduces full tonal range of any record, with well-controlled volume for any room. Plays 24 selections.

PACKARD PLA-MOR

PIONEER OF THE INSTRUMENTS — POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES • ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS • ACCESSORIES • 30-WIRE CABLE •

Classical Recordings

Comments on the latest 10- and 12-inch classical releases of selections suitable for use on Wired Music.

Victor Red Seal 11-9261 (12")
Boston "Pops" Orchestra
VON SUPPE: FANTINITZA OVERTURE

Here is an overture with spontaneous appeal that will please the patrons and account for ample repeat plays. Work is a perennial favorite and the Boston "Pops" under Arthur Fiedler give it a rousing performance in which the humor and wealth of melody are apparent at all times. Worthy of your consideration for automatic use from central studio set-ups.

Victor Red Seal 10-1260 (10")
Marian Anderson, Contralto
LULLABY, Op. 57, No. 2
HEAR THE WIND WHISPERING

This disc presents two numbers Miss Anderson has been using in her current recitals. "Lullaby" is sung with infinite tenderness while the second side has Miss Anderson injecting an effect of mystery that is breath-taking. Disc serves to show her acknowledged mastery as a versatile artist. Recommended for coin setups.

Victor Red Seal 11-9422 (12")
Jascha Heifetz, Violinist
CARMEN FANTASIE

Heifetz, ably accompanied by the RCA Victor Orchestra, does brilliantly in waxing this synthesis of all the memorable tunes and dashing color of Bizet's original score. Heifetz provides the listener with a memorable musical experience on this, his first single record released since his return to RCA as an exclusive Red Seal artist. Get it by all means. Your customers will wear it out.

Victor Red Seal 10-1276 (10")
Christopher Lynch, Tenor
THEN YOU'LL REMEMBER ME
I HEAR YOU CALLING ME

The late John McCormick called this Irish tenor, Christopher Lynch, the one most likely to succeed him. On this pair of songs made famous a generation ago by McCormick one has an opportunity to evaluate the McCormick prediction. Lynch has his own style and an ingratiating personality which is communicated through his singing. Tunes will warm the heart and delight the most musically discerning customer. This disc is suitable for use in any spot catering to the better type of people.

Victor Red Seal 10-1277 (10")
Robert Shaw and Collegiate Chorale
SET DOWN, SERVANT
SOON-A WILL BE DONE

A pairing of spirituals under the direction of Robert Shaw who has a talent for attaining perfection in whatever he conducts. On these recordings Shaw achieves the unbelievable of making the Collegiate Chorale sound like a single instrument completely responsive to the will of the performer. Tone quality and enunciation are superlative. Very good.

Victor Red Seal Album 1090 (12")
IRISH SONGS featuring James Melton, Tenor and the RCA Victor Orchestra under direction of David Broekman. Mother Machree, Rose of Tralee, Macushla, She Moved Through the Fair, Kathleen Mavourneen, The Minstrel Boy.

Although apparently keyed for release to tie in with St. Patrick's Day, this assortment of Irish tunes will please at any time of the year. There's a lyric, soaring quality to Melton's singing that makes him a delight to listen to. Group of songs and ballads are really an anthology of Irish songs and will attract play when the titles and artist are displayed on your program holders. Ideal for wired music use.

Victor Red Seal 10-1279 (10")
Christopher Lynch, Tenor
MOTHER MACHREE
MACUSHLA

A superb pair of recordings with the Irish tenor at his best. Tunes are standards and can be used at any time in almost every type of location. The sweet and pure quality of the Lynch voice was never showcased to better advantage. Get this disc. You can use it effectively and profitably.
Victor P-166

FOR SALE

35 — AIREON — 35

SUPER DELUXE

PHONOGRAPHS

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WIRE—PHONE—WRITE FOR SENSATIONAL LOW PRICE

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1/3 DEPOSIT • F. O. B. PHOENIX

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PHOENIX DISTRIBUTING CO.

611 W. Washington St., Phoenix, Ariz.

Quality Pix Adds Panoram Service

LOS ANGELES—Quality Pictures Co., in response to operators' requests are adding an additional department to furnish service to Panoram operators or all Panoram items. Present plan of the company is to market a new Panoram to Peep conversion unit at a very low price to users of their film. Future plans include a complete service department for parts and repairs for those operators who do not have these facilities. According to Merle Connell, manager of Quality, the need in this field is a service to enable operators of Panorams to secure information and service leading to a more profitable operation.

Wurlitzer Names Williams

NORTH TONAWANDA—Williams Distributing Co., Inc. has been appointed authorized distributor for Wurlitzer products in Arkansas, Western Tennessee, and Northern Mississippi. Offices will be established at 1082 Union Ave., Memphis, and 324 West 6th St., Little Rock.

R. E. "Buster" Williams, president of the organization, has been active in the phonograph business for the past 15 years, and during that time has expanded his operating business to include a dozen cities in three states.

14 Consecutive Hours

RICHMOND, Va.—E. B. Alley, president of Automatic Music System of this city, has been in the phonograph business for 18 years and thought he had seen and heard everything there was to be seen and heard in the field of automatic music.

But the other day he came upon a new source of amazement when an AMI phonograph in one of his locations was coin-gouged 14 straight hours without stopping. "In all my years in the business I've never seen anything like it," Alley said.

Praised for P. R. Work

DANVILLE, Ill.—Ernest Ollis has built up his current phonograph route to include 100 machines. One of the big factors aiding him in his expansion has been sound public relations work which has brought "thank you" expressions from students of the eighth grade of Garfield High School, the local USO executive committee, and the Veteran's Administration for donating phonographs, records and repair service.

Keynote Expands

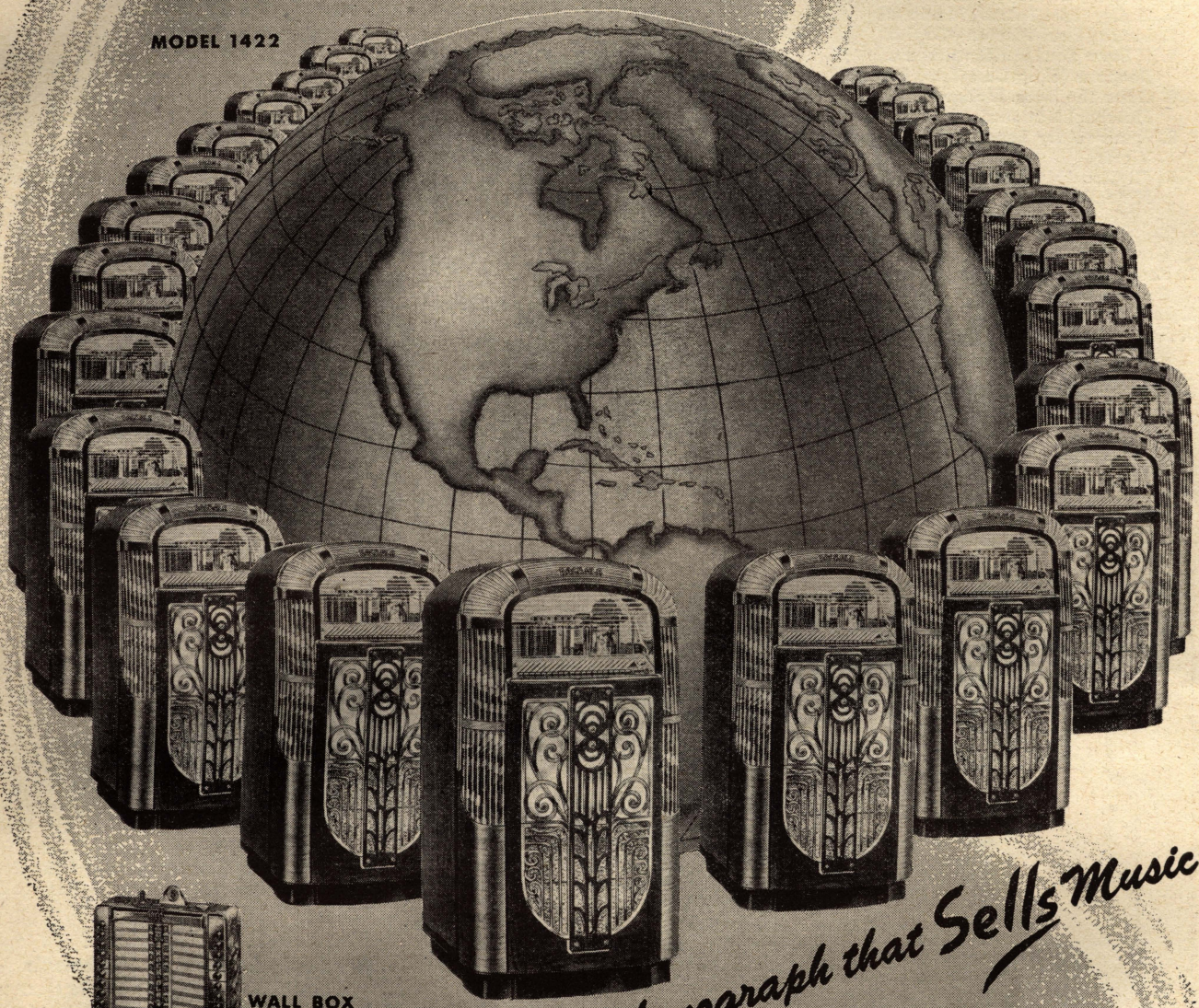
NEW YORK—Opening a sales office in Chicago and naming a new distributor for Pennsylvania, Delaware, and the Southern part of New Jersey highlighted activities at Keynote Recordings, Inc. New office is at 831 South State St. New distributor is H. Royer Smith Co.

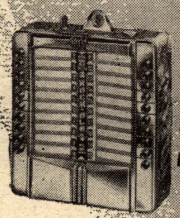
Phonos Dazzle Foreigners

State Department employees returning to Washington from over-seas duty report that the automatic music machine has replaced the Ford motor car as a symbol of American affluence and mechanical ingenuity abroad. The foreigners are especially intrigued, it is stated, by the brilliant colors and mechanical precision of the machines. Egyptians, one source said, are uninterested in the American tunes played, but drop in their coins just to watch the record-changing mechanism. Another employee said that Chinese in Nanking are wild about Spike Jones records.

ROCK-OLA...

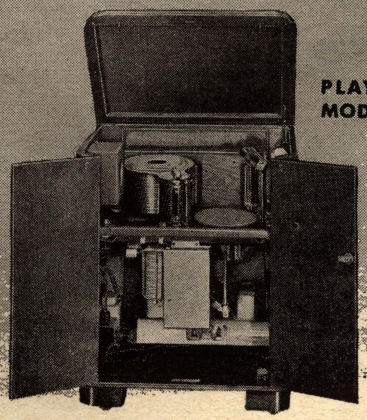
MODEL 1422





WALL BOX
MODEL 1530

All Around the World the Phonograph that Sells Music



PLAYMASTER
MODEL 1424

ROCK-OLA MANUFACTURING CORP.
800 N. KEDZIE AVE. • CHICAGO 51, ILLINOIS

COIN MACHINE REVIEW
49
FOR APRIL 1947

Your Box Score of Hits

Automatic Music:

1. Anniversary Song (Guy Lombardo) Decca
2. Heartaches (Ted Weems) Decca
3. Managua, Nicaragua (Freddy Martin) Victor
4. How Are Things in Glocca Morra? (Tommy Dorsey) Victor
5. Guilty (Mel Torme) Musicraft
6. Linda (Paul Weston) Capitol
7. (I Love You) For Sentimental Reasons (King Cole Trio) Capitol
8. Open the Door, Richard (Dusty Fletcher) National
9. Anniversary Song (Tex Beneke) Victor
10. I'll Close My Eyes (Mildred Bailey) Majestic

The Dark Horse Derby

(Tunes most likely to win, place or show on next month's big ten.)

1. Roses in the Rain (Frankie Carle) Columbia
2. Baciagaloop (Louis Prima) Majestic
3. Eeny Meeny Dixie Deeny (Zeke Manners) Victor

Sepia Hit Parade:

1. That's My Desire (Frankie Lane) Mercury
2. That's My Desire (Hadda Brooks) Modern
3. Open the Door, Richard (Jack McVea) Black & White
4. I Want a Little Girl (Jimmy Rushing) Excelsior
5. Old Maid's Boogie (Eddie Vincent) Mercury
6. Little Boy Blue (Roy Milton) Miltone
7. Leona's Boogie (Duke Henderson and King Perry) Excelsior
8. I've Got a Right to Cry (Joe Liggins) Exclusive
9. You Won't Let Me Go (Three Blazers) Exclusive
10. My Silent Love (Luis Russell) Apollo

The Dark Horse Derby

1. I Want to Thank Your Folks (King Cole Trio) Capitol
2. T. W. A. (Joe Liggins) Exclusive
3. Red Skin Rhumba (Charlie Barnet) Cardinal

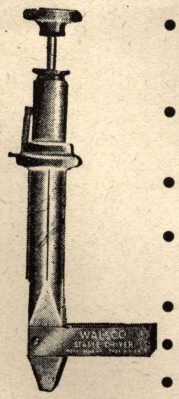
Folk Tunes:

1. So Round, So Firm, So Fully Packed (Merle Travis) Capitol
2. You're Not My Darling Any More (Gene Autry) Columbia
3. New Pretty Blonde (Moon Mullican) King
4. What Is Life Without Love? (Eddy Arnold) Victor
5. Rainbow at Midnight (Ernest Tubb) Decca
6. That's How Much I Love You (Red Foley) Decca
7. So Round, So Firm, So Fully Packed (Johnny Bond) Columbia
8. Freight Train Boogie (Delmore Brothers) King
9. My Chickashay Girl (Roy Rogers) Victor
10. Filipino Baby (Ernest Tubb) Decca

The Dark Horse Derby

1. So Round, So Firm, So Fully Packed (Foy Willing) Majestic
2. A Home of My Own (Texas Jim Robertson) Victor
3. Land, Sky and Water (Texas Jim Robertson) Victor

WALSCO STAPLE DRIVER



- Pays for itself on the first job.
- A sensational tool for installing wires and cables, that saves time and money.
- Excellent for installing coin machines, P. A. and intercom systems.
- Staples into corners and other inaccessible places.
- Staples on hard surfaces such as plaster, hardwood, etc.
- Can be loaded in 10 seconds.
- Adjustable for staple depth.
- Staples come in 3 colors to match wire.

The Walsco Staple Driver is a real time and trouble saving tool for the coin machine installer. Also extremely useful for general stapling.

This device automatically positions the staple after which it is driven to a pre-adjusted depth with one or two strokes of the palm of the hand. A small trigger controls the feeding mechanism. Wires and cables up to 1/4" in diameter can be quickly installed with the Walsco Staple Driver.

Price $4.95 Dealers Net (including box of staples)

Dept. M

WALTER L. SCHOTT CO.
9306 Santa Monica Blvd.
BEVERLY HILLS, CALIFORNIA

Phono Activity Perking

CHICAGO—Both Lou Sebastian, assistant sales manager of Rock-Ola's phonograph division, and Jack Cox, special sales representative, report increased business activity after returning from trips to different sections of the country. Sebastian covered New Orleans, Birmingham, Memphis and St. Louis, while Cox was in New York for three weeks.

New Classical Recorders

NEW YORK—Wired music men will be interested to learn of the entry of Pilot Radio Corp. into the classical field. Discs are pressed on Vinylite and released under the Pilotone label.

Majestic has entered the semi-classical field with the first of a series of Alfred Newman albums.

Iowa Adds Distrib

SIOUX CITY, Ia.—Latest to enter the distributing field here is Soo Music Service, Inc., who will handle all types of devices. Officers are: Harold Birney, president and treasurer; Wiley E. Mayne, vice-president; and Bernard B. Marks, secretary.

New Coin Radio

NEW YORK—The 38th entry in the expanding coin radio field is Cober Radio, 6 Harrison St.

The first of a series of servicemen's meetings, sponsored by Bally Mfg. Co., was held in the Portland office of Jack R. Moore Co. on March 8 and 9. Bob Breither, Bally engineer, conducted the session.

Bally Sponsors School For Servicemen

CHICAGO — Bally Mfg. Co. is offering coinmen throughout the country an opportunity to discuss service problems through inauguration of a series of get-togethers under the guidance of trained factory engineers.

First session was held at the Portland office of Jack R. Moore Co., which was conducted by Bob Breither, Bally engineer.

In announcing the new service, Ray Moloney, president of the firm, said: "This is a part of the Bally policy of insuring the maximum profit to operators on their investment. We think—and thousands of operators agree with us—that Bally equipment is the best that money can buy. But we all know that the finest mechanical-electrical product, even the costliest car or radio, requires regular service. If we can make the coin-operated machine serviceman's job easier, we are helping operators earn more money."

Gutshall Appoints Schinkal

LOS ANGELES — Jack Gutshall, of the Jack Gutshall Distributing Co., has just returned from San Diego, where he appointed Walter Schinkal as the new manager for his office there. At the same time announcement was made of the removal of the office to 2417 Imperial. Schinkal is a former Aireon distributor for the area.

"Funny thing happened down there," related Jack. "We took in a new Packard *Model 7* and spotted it alongside a new number from another prominent manufacturer. Three to one the Packard got the play and surprising as it may seem, several location owners approached us and presented their cards and asked if we could give them the new Packard in place of the instrument they now had. Yes, sir, the Packard is really mowin' 'em down."

PX, A. B. T. and Packard Products Strong at Nickabob

LOS ANGELES—Good news for cigarette vendor operators is that *PX* cigarette vendor is arriving in increasing quantity at The Nickabob Co. "We aren't getting all that we need," says Nick Carter, "and not near enough to meet pent-up demands, but we are filling orders with reasonable assurance of being able to make deliveries in the not too distant future. Cigarette vendors have been probably the scarcest item of the industry, and the fact that the delivery situation is looking up is a good sign that operators are soon to be rewarded for their patience and long wait with a machine that is being acclaimed as the outstanding vendor of 1947."

Business continues brisk at Nickabob in Packard *Pla-Mor* products and the new A. B. T. *Challenger* skill counter game. Packard is delivering in carload lots and, according to Carter, are going out on location as fast as they come in.

Now! PERSONAL MUSIC GIVES YOU MORE EXTRAS

THE NEW 10¢ COIN CHUTE MEANS EXTRA PROFITS FOR YOU

Personal Music boxes now have both 5¢ and 10¢ coin chutes. Nickels and dimes in any combination up to 6 coins may be inserted at once. This new feature means MORE PLAYS — MORE PROFIT FOR YOU. It's convenient for customers . . . they play more . . . because they can use both nickels and dimes.

This is just one more added feature to make Personal Music the finest music system available. It is designed and built to give clear-tone, low-volume music entertainment to customers and trouble-free, extra-profit service to you and your location owners.

Get the facts on the new Personal Music boxes now. Write us for the name of your nearest distributor and free literature.

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P. O. Box 720, Highway No. 1
Newark, New Jersey
Telephone Bigelow 8-2204

SCAMOA Members Demand Autonomy In Showdown Fight With Union

LOS ANGELES — As this issue of THE REVIEW rumbles pressward, the rift between Local B-11 of the International Brotherhood of Electrical Workers Union and the Southern California Automatic Music Operators Association, as reported in these columns last month, has flared into open conflict and is rapidly heading toward a showdown.

Opening gun in the fight was sounded at SCAMOA's general meeting on March 12. E. Jay Bullock, managing director and secretary-treasurer, flatly charged B-11 with trying to wreck SCAMOA. He said: "Our chief complaint is that in the three months we have been affiliated with B-11 they have never kept the promises made in open meeting to SCAMOA members before we joined the union. B-11 has expended time in driving operators into the union by means of pickets—even to the extent of giving an operator five days to two weeks after jumping a union member's location to join—and then letting him keep the spot he jumped after he joined."

In a blistering attack on the union, Jack Dolan said that SCAMOA entered into the agreement in good faith because "we believed they could help us by picketing locations when needed. But all the union wants is our dough. De Montreville (IBEW field organizer) sees it as a great racket for himself and the stooges back of him."

One of the members took the floor and revealed that he had inadvertently walked into another meeting and discovered that "50 or 60 journeyman electricians were sitting around waiting for B-11 to take over the phonograph operators so they could go to work on installations. This means that the operator's employees would be restricted to collecting and servicing, and that the operator would have to pay $2.75 per hour to hire a journeyman electrician for installation work—which is now being capably performed by his servicemen."

The following night members of the music unit of the union met and a free-for-all was narrowly averted. Climax of the session came when De Montreville and business representatives Bruce Worley and Jerry O'Neill, seated at the speakers' platform, were removed from both the speakers' platform and the music unit by overwhelming vote, inasmuch as they were not owner-operators or employees of operators engaged in the phonograph business and therefore, it was charged, had no right to carry membership cards.

Next week, at another get-together of music unit personnel, George Ellicott, business manager of B-11, asserted that De Montreville and his business representatives were still in charge. This touched off another detonation in which members demanded the right to elect their own business agent who was familiar with all aspects of the coin machine business. This was denied by Ellicott.

H. G. Sherry, a director of SCAMOA, said that the tentative contract between B-11 and SCAMOA had not been signed by either group and therefore there was "no contract." It was pointed out that the union's only jurisdictional powers lay in matters concerning wages, hours and working conditions of employees, that B-11 was using non-democratic tactics and was attempting to dominate the phono picture and set up an association within the union which would give them the right to handle operator disputes, location and operator differences and allocation of new locations—functions rightly belonging to the association.

Sherry further stated that music operators want an IBEW affiliation but also want an autonomous organization and their own charter so they can elect officers and business agents and conduct their affairs for the best interests of member operators. A petition was signed by a majority of the members of the music unit, who are also members of SCAMOA, and sent to the international headquarters of IBEW, asking for a charter and severance from the domination of B-11.

In between rounds, the following transpired: SCAMOA members voted acceptance of a blanket insurance policy, covering damage by fire, total theft, breakage in transit, or attempted theft on location on all registered machines as a service to members in good standing. They also voted to employ an attorney who will advise members on all legal matters, both personal and business, without charge. Court fees, however, are not included. Cost of both services will come out of the regular dues paid by members.

SCAMOA's board of directors have prepared an amendment to the association's code of ethics which will be put to a vote by members at the next meeting, stipulating that all SCAMOA-ans will not purchase parts, supplies or equipment from any distributor or jobber who sells machines direct to locations or who operates along unethical lines.

Read THE REVIEW Every Month

Success in the Coin Machine business depends on keeping well informed. It will cost you money *not* to know about the new types of equipment coming on the market, new operating methods, increased competition, new government regulations. Only THE REVIEW brings you all of this essential information.

Only THE REVIEW gives you complete national coverage in a factual, reliable manner of new ways to increase your business, market forecasts, comments on profit-producing items, news about people you know in all parts of the country.

THE REVIEW is *your* magazine. Its circulation is confined to the Coin Machine Industry. *We don't (and won't) publish a throw-away.* Subscription rates are low enough to be within the reach of everyone.

RENEW OR EXTEND YOUR SUBSCRIPTION TODAY.

GIVE SUBSCRIPTIONS TO YOUR EMPLOYEES . . . YOUR ASSOCIATES. CLIP ORDER BELOW AND MAIL TO *COIN MACHINE REVIEW*, 1115 Venice Boulevard, Los Angeles 15, Calif.

Date_____

Gentlemen:

Please ☐ Renew ☐ Extend my subscription to THE REVIEW, and start service accordingly.

2 Years—$3.00
(Minimum Term)

Name_____

Firm Name_____

Street_____

City_____ Zone____ State_____

Help!

KANSAS CITY—If an ex-cop can't prevent his phonograph from being pilfered, what chance has a guy without police training?

A phonograph in a tavern owned by a former flatfoot was recently robbed for the sixth time in the past six months.

15 Carloads of Packard

INDIANAPOLIS—The ball started rolling at the show, when huge orders for Packard phonographs, wall boxes and hideaway units were booked. Acceleration in demand since then has resulted in shipments, routed to all sections of the country, totalling 15 carloads.

Tie-up to this PROFIT-PITCHED coin-operated radio...

engineered . . . built . . . and *BACKED* by RCA—the greatest name in radio

YOU ASKED FOR PROFIT-PROTECTING FEATURES—RCA GIVES YOU ALL OF THEM!

1. **SLUG DETECTOR** which rejects all types of slugs regardless of metallic content.
2. **SCAVENGER BUTTON** and coin chute, ejects bent coins thus eliminating service calls due to clogged coin receivers.
3. **TIMING MECHANISM** easily connected for intermittent or continuous playing at discretion of operator.
4. **REINFORCED STEEL** coin box welded to cabinet has pick-proof, screw-type lock. Back of cabinet also has triple tumbler lock.
5. **FULLY INSURED** against fire, theft and vandalism for one year.
6. **YOUR CHOICE** of ½-hour, 1-hour, or 2-hours' playing time for 25 cents.

The RCA symbol on this coin-operated radio is your guarantee of top quality. It is the sign of a specifically engineered, world-respected product . . . designed to stand up and show consistent profit year after year under transient handling and rough usage. It means more—

STANDARD RCA PARTS and TUBES!

Every part and tube used in this powerful 6-tube, 2-band, RCA superhet is a high-quality standard RCA component . . . available to operators everywhere. You'll never have to miss profits while you wait for a remote factory to ship a badly needed non-standard part.

OVER 460 RCA TUBES and PARTS DISTRIBUTORS!

RCA has distribution! In every section of the country, RCA distributors stock all of the parts and tubes you might need for future servicing on these sets. That is worth thinking over!

ONE FULL YEAR'S INSURANCE!

Because of the tamperproof, foolproof and virtually theftproof construction of RCA's coin-operated radio . . . we can give you a full year's insurance against fire, theft and vandalism!

TOP ACCEPTANCE IN TOP LOCATIONS!

There never is any difficulty in placing RCA radios. They are accepted throughout the world as the finest in radio reception. Here's a profit-making deal you can't afford to miss.

WRITE or WIRE for COMPLETE DETAILS!

For complete particulars, and name of nearest distributor, address Dept. 114-D, Special Products Section, RCA, Camden, N. J.

RCA does not sell direct to locations. RCA sells only through authorized RCA Coin Machine distributors. Watch for announcement of distributor serving your locality.

RCA

SPECIAL PRODUCTS SECTION

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

STOP LOOKING!

HERE IS THE ANSWER—

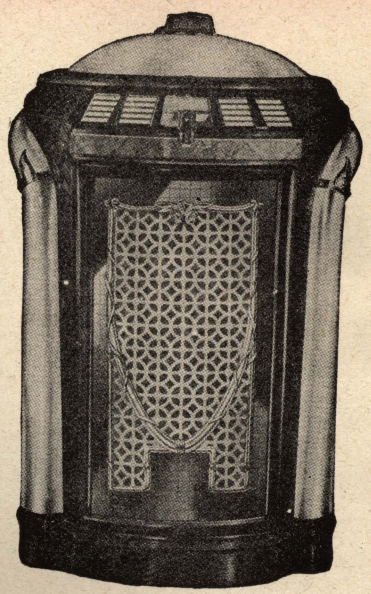
- SEEBURG MUSIC SYSTEMS
- BALLY GAMES

. . . the winning combination for every location.

BALLY ENTRY and DOUBLE ENTRY

. . . have these outstanding features:

- Automatic Multiple
- Replay Multiple
- Time Proved "A-B-C-D" Feature
- Amazing New "Mystic Flash" that transfers Win-Section to Top of Board
- BIG ODDS DISPLAY starts with 3-to-1
- Positive Multipled Odds . . . 160 Tops
- MOTOR-OPERATED SHUFFLE
- On-the-Shelf Mechanism Accessible from the Front



SEEBURG SYMPHONOLA 147

. . . here is EVERYTHING you want in a modern phonograph.

- BEAUTY
- ANIMATION
- SALES APPEAL
- REPRODUCTION
- DEPENDABILITY

Truly, here is the heart of "America's finest and most complete music systems," tailored for ANY location.

SEEBURG

"From fingertip to ear . . . the finest music you can hear."

JACK R. MOORE Company

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SAN FRANCISCO
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San Francisco 3, Calif.

SPOKANE
No. 4 Bernard St.
Spokane 4, Wash.

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION
DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

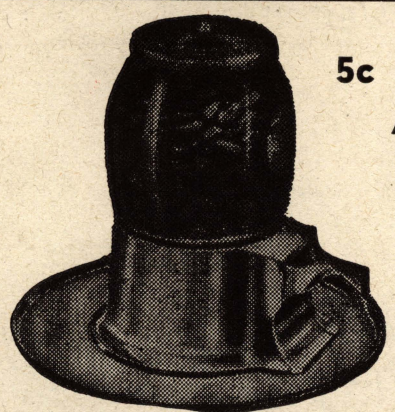
In This Issue:

- Fortune Magazine Describes Vending as "Rough, Tough Field."
- Yankee Ingenuity Chases Cash-Box Blues and Adds to Vending Revenue.
- Coinman Improvises Diaper Vendor and Opens Profitable New Field.
- Self-Service Feature of Automatic Grocery Appeals to Customers.
- The Art of Managing a Successful Cigarette Vending Business.
- Sugar Ration for Second Quarter Raised from 60 to 75 Per Cent.

April 1947

BIG PROFIT MAKERS FOR THE SMALL OPERATOR

OF CANDY, PEANUT AND GUM MACHINES



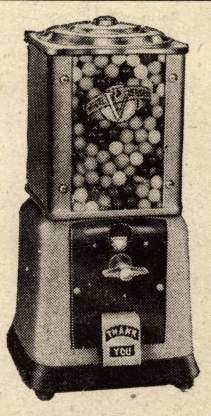
5c CASH TRAY ALMOND VENDER

"Little Gold Mine" Adams-Fairfax Corp. Vender

1c & 5c VENDERS

New Victor Model "V" Deluxe steel cabinet type with transparent plastic front. Strong, durable, adjustable.

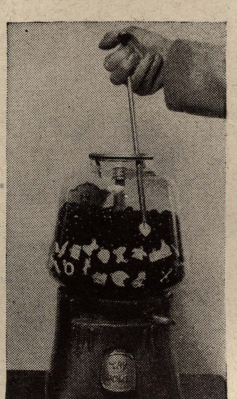
Also in 1c model globe type



SALES STIMULATING CHARMS

Watch the kids go for them!

Scores of different figures.



"GRAB ALL" TOOL

Handy, convenient way to spot your charms for greatest display. 75c Prepaid. ($1.00 prepaid east of Rocky Mountains) National Distributor.

Jobbers wanted!

Swell Opportunity!

A HELPING HAND TO BEGINNERS AND SMALL OPERATORS

Write today to Leon "Hi-Ho" Silver, veteran operator himself, who knows first-hand the short-cuts to a lucrative business. He'll be happy to give you honest, constructive personal advice. Ask for the FREE BOOKLET, "How to Start a Vending Machine Business." Absolutely no obligation.

Hard Shell Boston Baked Beans, 28c lb.

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Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

★ ★ April, 1947 ★ ★

Atom-City Song Writer Patents Refrigerator

OAK RIDGE, Tenn.—Songwriter Frank U. Payne has invented a tamper-proof bottle dispensing refrigerator which he claims has a distinct advantage over other known machines.

He says: "The advantage of this machine is that when you wish to add five inches more to any size cabinet or refrigerator you can add one more unit wheel, or 50 more bottles of one variety. The unit wheels are made to hold 50 bottles, staggered in the two rows of bottle holes in each wheel running wheel-wise or upright on the one axle that goes from one end of the case to the other; they are staggered so as to let the first nickel get one bottle from one side of the wheel first; the next play gets the other bottle on the opposite side."

Payne reveals that the refrigerator is constructed in this manner so that it can hold more bottles. Each play moves the wheel about one and a half inches and drops the bottle down a chute against a small door in the lower part of the case. The door is held snug by a spring and is opened by the weight of the bottle. The door closes in the matter of a split second, thereby retaining the cold air which cools the machine.

"Inasmuch as each unit wheel is independent of the other but still working on the same axle, a box 36 inches long by 33 inches deep would provide for a capacity of 400 bottles, all of one variety, or eight varieties of 50 each," Payne explains. "The case is filled by lifting the lid and filling each wheel with the variety desired. If a larger bottle is desired, then a unit wheel with larger holes (but with less capacity) can be constructed for the same axle."

Payne is the writer and publisher of *Dreamy Mellow Moon*, a waltz melody.

Milton and Irving Goldstein are shown at their book vending machine "Book-O-Mat" which will vend the 25c pocket-size books. Milton is president and Irving vice-president of the Automatic Book Vending Machine Corp.

Nylon Vendor by Rowe

WHIPPANY, N. J.—The New Jersey Chamber of Commerce reported recently that the Rowe Mfg. Co. is experimenting with the first automatic nylon hose vending machine to be marketed. Only the shortage of materials for constructing the machine and the need for getting enough stocking manufacturers interested is holding up production of the new vending machine, it was said.

A spokesman for the firm said the concern at present has mapped plans to manufacture a vending machine to dispense nylons in sizes nine to 10½—the more popular sizes.

SELECTED—CALIFORNIA ALMONDS

The small tiny size—Roasted and Salted especially for Vending Machines. PACKED in 5 lb. wax lined cartons for easy handling - 6 - 5 lb. cartons to a shipping case.
Write for samples and prices today! Please tell us your approximate requirements and whether you are a distributor or an operator.

THE HARRY P. RITCHIE CO.
333 E. 2nd ST. LOS ANGELES 12, CALIF.

1400 Papers Tell Readers About Vending Progress

NEW YORK—The Associated Press, through its 1400 newspapers, focussed attention on automatic vending recently when it declared that "push-button merchandising has come of age," and then went on to state that a survey reveals that more than 80 separate items and services are available through machines.

"Newspapers, nylon hosiery, sun tan lotion, vitamins and shoe shines are among products currently slated for automatic selling," A.P. reported. "One of the biggest handicaps to machine selling in the past was the problem of correct change. Too often no nickel meant no sale. Today the industry has automatic change makers. Some are separate machines which give the customer a supply of nickels or dimes, but many new vendors have built-in devices which return change along with your purchase."

The article mentioned the device used by the Pennsylvania railroad which prints railroad tickets, issues them, and makes change, "all in a matter of seconds."

The operation of A.B.T.'s "auto-clerk," a frozen food and dairy product vendor designed to dispense 112 items, was explained. "'It works on the same principle as a dial telephone system,' A.P. quoted Dr. G. Hodges Bryant of the Frozen Food Institute. 'Each food item is numbered. The customer selects the item she wants, inserts her coins, dials the number of the wanted article and the machine delivers the package and change simultaneously.'"

The story concluded with an account of the expanding coin-dispensed air travel insurance policies, quoting an Associated Aviation Underwriters representative to the effect that sale of insurance policies at the New York Airlines Terminal has increased 500 per cent since installation of the machine and that plans are now under way to place them in other air terminals throughout the country.

New Stamp Better for Vendors

WASHINGTON—The new airmail stamp, which went on sale March 26, is more readily adapted for dispensing through vending machines, according to post office authorities.

It is of regulation size, .75 by .87 inches, and has a DC-4 plane in flight as its central design.

Song of the Altar

PHILADELPHIA—Sally Jane Loeb, daughter of the president of Berlo Vending Co., became engaged to George Mattis of Riverton, N. J., last month.

nickels

dimes

you get extra profits with the new 3-denomination cigarette vendor, U-NEED-A **MONARCH**

quarters

Make cigarette vending profitable now in *all* locations. The 1947 MONARCH is outstanding . . . *for mechanical simplicity, large capacity, and beauty of lines.* Designed by Norman Bel Geddes for U-Need-A Vendors, the MONARCH is geared for modern, automatic merchandising. Perfectly balanced and tip-proof. Easy and quick to service (has few moving parts). Engineered with skill and precision.

THE MONARCH GETS LOCATIONS AND HOLDS THEM . . . TRULY AN OPERATOR'S MACHINE.

Prompt deliveries . . . Write, phone, or wire for full details.

U-NEED-A VENDORS, INC.

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Fortune Magazine Describes Vending As "Rough, Tough Field"

NEW YORK—Cigarette machines and Rowe were subjects of a lengthy feature story in the March issue of *Fortune* Magazine. Profusely illustrated with pictures, cartoons and drawings, the article termed the manufacture and operation of automatic vending machines as "a business strictly for those who choose to make money the hard way," by pointing out that vendors are considered "fair game for small boys, disappointed customers, drunks, vandals, and plain thieves."

The article continues: "In this rough, tough field the Rowe Corp. of New York has conspicuously made the grade. Its sales last year amounted to an estimated $17,500,000 and net profits were about $575,000. The company is unusual in that it is not only a manufacturer of vending equipment but a vendor of cigarettes, indeed the largest machine seller of cigarettes. It maintains 17,000 automatic coin devices throughout the U. S., which annually sell about 95 million packages of cigarettes worth $16 million. In 20 years Rowe has manufactured close to 165,000 cigarette machines, making it also the leader in the cigarette-machine field. This odd success story is the story of two familiar and characteristically U. S. heroes, the Inventor and the Businessman."

The Inventor is William H. Rowe and the Businessman Robert Z Greene. A. A. Weidman, the Detroit operator who declares that Rowe did not invent the Industry's first cigarette vendor, will be happy to read that *Fortune* prefaced its remarks with these words: "A matter for dispute is whether or not William H. Rowe in 1926 designed the first automatic coin-operated device for selling cigarettes."

An item of great interest to venders was innocuously asterisked at the bottom of one of the pages: "While modern slug rejectors are efficient, there is one type of phony money that will beat them. In the interest of honest trade *Fortune* withholds its specifications."

After reviewing William Rowe's achievements in the field, the writer turns to Robert Zemon Greene, depicting him as "little, black-haired, and feverishly energetic." The story then goes on to relate the early exploits of Greene, who at the age of 12, "coolly traded a promise to his German and Russian-born parents not to run away from home in return for $65 with which to buy a blind horse and rickety wagon. Thereafter he rumbled through the early Chicago dawn, selling enough eggs before school hours to earn weekly spending money of $25 to $50, but his debut as a capitalist ended when a barn fire destroyed his assets.

"His next opportunity came during a summer visit to northern Michigan, where he found his aunt engaged in the intriguing business of making ladies' 'switches' out of ordinary combings and other more dubious materials. Bob eyed the economics of this trade, hired four colored girls who made switches for him at $1 apiece, and sold their product throughout Michigan at $5 a switch. The subsequent earnings of $100-plus per week made Greene's adolescence bearable.

"Quitting high school at the end of the second year, the 16-year-old Greene wangled a job as an assistant salesman of time clocks for International Business Machines, to the subsequent regret of no one. Before he was old enough to vote he was marketing enough clocks to make annual commissions of more than $15,000. During this exuberant period Greene bought fast automobiles and raced them personally on Midwest dirt tracks, winning only one race but getting rid of much surplus energy and cash. There was still $30,000 in the bank when he quit I.B.M. at the age of 21, to open his own chain of stores, Mary's Log Cabin Candy Shops, in Chicago. This enterprise might have done well if Greene had not gambled in sugar, but when the price dropped from 22 to 8 cents, he was minus his candy shops, flat broke, and characteristically undismayed."

How Greene merchandised machines in New York is graphically described. "When he tackled New York in 1928, he had a conviction that a crowded big city is ideally suited to automatic vending since the machines can be close together and easily serviced. He therefore determined at the outset to refuse any order for less than 1,000. But potential customers were ignorant of machine selling and hostile toward it. Tobacco jobbers said that cigarette machines would hurt their retailer clients, and refused to listen to the argument—basic then and now among coin-vending men—that machines can only supplement over-the-counter selling and will never take its place. Greene shook his head at tentative orders for ten or twenty-five machines and retired to his hotel room where he telephoned Los Angeles. 'People don't realize how much money can be made by selling cigarettes through machines in New York,' he told Rowe. 'Let's show them. How about operating in this town on our own hook?'

"Rowe, Greene, and a banker friend put up $7,000 each and started a separate business in New York. Greene set up a small office and for $12 a week hired a 16-year-old office boy, Harry Rosen. (He now operates the 2000 machines of the Rowe Pittsburgh subsidiary and earned $30,000 in 1946.) The operating venture began with 125 machines, personally spotted, installed and serviced by Greene in an area bounded by Third and Eighth avenues, Fourteenth and Sixtieth streets. After two years the company had done well enough to return Rowe's banker friend $15,000 for his $7,000 gamble.

"The original 125 Greene-operated machines in New York City has increased in number to about 3,000, making this unit,

IT'S FREE!
SEND FOR INFORMATIVE PUBLICATION...
Fairfacts
"Your Guide To Profitable Automatic Merchandising"
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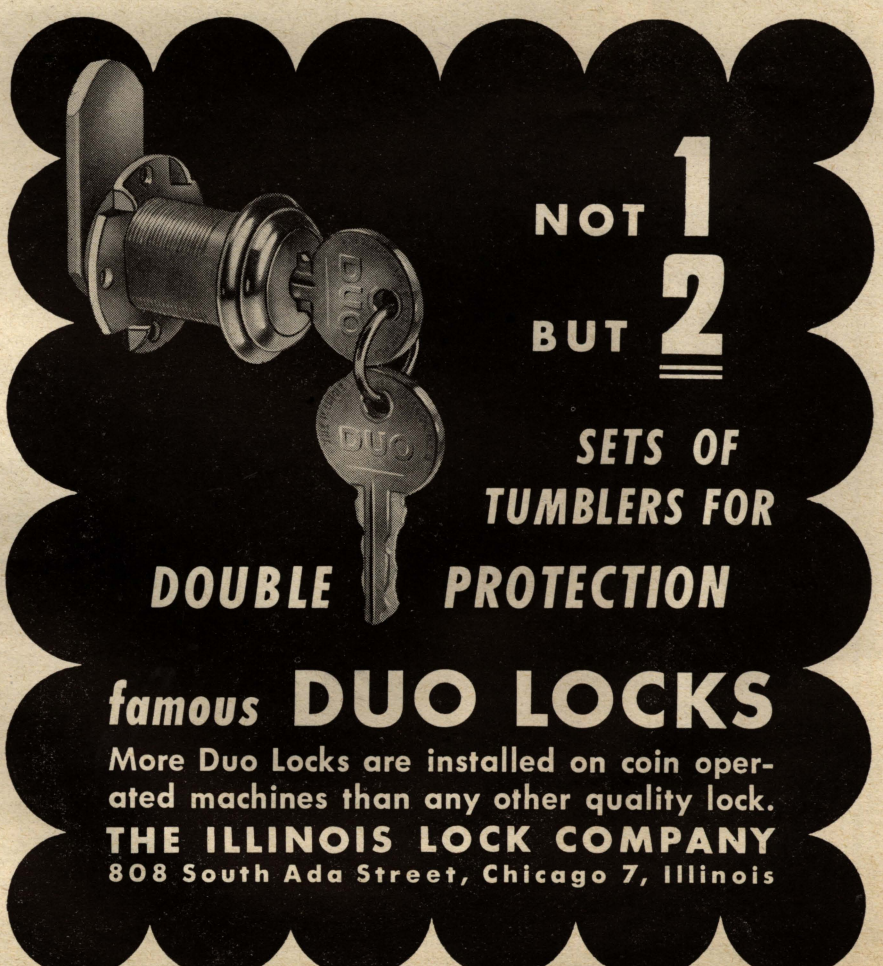
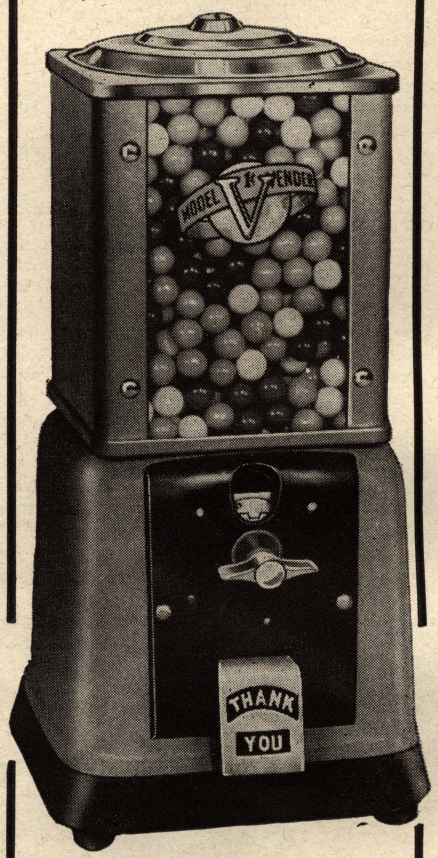


Victor's Famous MODEL V

The Choice of Thousands of Successful Operators



Many years of actual tested service have earned the Model V new laurels for stability and ease of adjustment for all bulk vending confections.

Model V, further improved and lighter, is universal and vends all kinds of bulk merchandise, including Ball-Gum, Charms, Pistachio Nuts, etc. NO ADDITIONAL PARTS NECESSARY!

Model V *Deluxe Cabinet Type* is built of steel and has transparent plastic front, making it exceptionally strong and durable for those rugged locations. *Capacity:* 25% more merchandise than globe type.

Model V *Globe Type* capacity: 5 to 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends ½", ⅝", ¾" ball-gum.

Our 5c models are intended primarily for vending high quality bulk items such as almonds, pistachios, pecans, cashews, etc.

EXCLUSIVE DISTRIBUTORS FOR CALIFORNIA, OREGON, WASHINGTON

ADAMS-FAIRFAX CORP.

5721 West Jefferson Blvd.
Los Angeles 16, California

like the parent company, the largest of its kind. It is managed by Greene, vice-president Arthur Gluck, and corporate secretary George M. Seedman from two floors of unpretentious offices at 32 East Seventeenth St., where 60 people with no fuss at all sell 450,000 packages of cigarettes to New Yorkers every seven days, or 23 million packages a year. This would be low overhead for the New York operation alone, but the establishment serves also as home office for 19 Rowe Corp. subsidiaries, which run 14,000 machines in 11 states. Outside of New York, the largest branches are in Philadelphia and Pittsburgh, each of which has about 2,000 machines."

Referring to the operator, *Fortune* says: "Contrary to legend, there is more to a coin operator's life than stopping off whenever the spirit moves to pick up money from the cashboxes.

"It is agreed in the industry that 50 machines is the minimum number required to support an individual operator, and that 100 is the most he can handle without assistance. For a new man entering the business, a substantial amount of capital is required, for even if his standing is such that he can get credit he must still lay out 25 per cent of the purchase price of 50 machines. In 1941 this initial investment would have come to about $1,250, but today there is little new equipment available and five-year-old machines—if they can be found—will cost as much as pre-war devices. The alternative is to buy the machines, locations, and good will of an existing operator, but sellers are hard to find and exploitation is always possible. A common trick among racketeers is to advertise the sale of a string of vending machines for a high price based upon a set of falsified past-performance figures.

"Finding good locations in a district where competition exists is time consuming, so a new operator may be delayed for six months before all of his machines are installed and at work—during which time he is losing rather than making money. When he actually goes into business he must at once make a capital outlay to buy an inventory of cigarettes. In the case of a man with 50 machines this will amount to about $1,500. The lone-wolf independent who conducts his small business out of his hip pocket has a busy life, a great part of which is spent as a serviceman. Since each machine must be replenished, cleaned and relieved of its accumulation of nickels and dimes at least once a fortnight, and since the machines are often, unwillingly, spread over a wide territory, the operator is on the road most of his working day. When he gets home he is usually forced to spend hours hand-counting and wrapping for bank deposit as much as $400 in nickels and dimes."

The story then veers back to the dynamo behind the Rowe organization. "The present Bob Greene is a dapper, well-dressed, well-kept little man who looks much younger than his 48 years. He divides his leisure time between a Fifth Avenue hotel in New York and a pleasant suburban home in Glen Ridge, New Jersey. He is amused by horse racing, dancing, automobile driving, and by his half interest in a 40-foot cabin cruiser that he moors in Flushing Bay. The size of the personal fortune he has put together in 20 years of automatic merchandising is a matter for conjecture, but it is certain that in 1946 he collected a salary of $50,000 plus 82 per cent of the total company dividends of $135,000."

The story of the formation of NAMA and its bill of divorcement advocating segregation of vending machines and amusement devices is related.

The article ends with Greene sounding a cautious note as to the manufacturing future. "The machine now being made," *Fortune* states, "is no more revolutionary than any of the new automobiles and Greene feels that radical changes and advances in design will be slow in coming. 'In the meantime,' " *Fortune* quotes Greene, " 'we'll just get along with the gadget we have. After all, it sells cigarettes.' "

Vendor Growth Sparks Industrial Development

CAMBRIDGE, Mass.—A recent issue of the *Industrial Bulletin*, published monthly by Arthur D. Little, Inc., for the purpose of "placing before industrial and research executives early and authoritative information bearing upon the present status of industrial development or indicative of its probable trend," gives prominent mention to vending machines in a story headed "The Dummy Salesman."

"From the penny weighing scale, automatic vending has grown in 50 years to be a $500,000,000-a-year-business," says the *Bulletin*. "In the years 1935 to 1939, sales increased 500 per cent, but still greater growth in quantities and kinds of merchandise sold is expected in the near future. Completely mechanized five and ten cent stores or grocery stores, easing the load on thousands of clerks in handling small standard packages, are a possibility."

The article then explained the operation of the automatic grocery store, the Keedoozle, which has been tried out in Memphis.

"Merchandise for immediate consumption is best adapted to automatic distribution," continues the *Bulletin*, "but the variety of goods and services so sold is almost endless. . . . More than 15 per cent of all cigarettes are distributed through coin-operated machines. Refrigerated soft-drink dispensers were responsible for much of the increased acceptance of vending machines by the public; other cold foods, such as milk, ice cream, and apples, are now sold automatically."

The publication calls automatic phonographs "an American institution, although it has flourished only since 1937. . . . Five Chicago manufacturers turn out 60,000 new boxes annually, at an average cost of about $850. In good locations they usually average $25 a week, and many operators own more than 100 machines."

Coin changers will result in an even wider use of coin-operated machines, the *Bulletin* declares, and mentions gas pumps and railroad ticket dispensing as logical prospects for the coming coin age.

Kelner Vendors Move

CHICAGO—Kelner Vendors are now located at 3728 W. Division St.

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THE COIN MACHINE INDUSTRY
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EXPERT COMMERCIAL and FINE PORTRAIT PHOTOGRAPHY

Coinman Improvises Diaper Vendor And Opens Profitable New Field

Of all the thrills in the lifetime of man, none can quite compare to that of fatherhood. The propagation of the human race is biological and statistical, but the creation of an alter ego in the form of a newly born infant is an event the most phlegmatic individual reacts to with unbridled joy.

You are probably wondering if perchance you are reading *Parents Magazine* instead of THE REVIEW. I can see my esteemed editor, with thick blue pencil poised over this page, ready to slash both copy and writer to ribbons. The question foremost in the minds of those perusing these lines is: "What has the joy of being a father got to do with automatic merchandising?"

Plenty. Because if exultation, pride, and unrestrained emotion were not an integral part of fatherhood, diaper vending, a brand new venture in the field of coin machines, would never have seen the light of operation.

So if you will bear with me for a few more minutes, you will be shown how you can make your spare candy vendors—and others as well—pay a rich dividend.

The utterly inane and absent-minded antics of a new father have been the object of innumerable quips. But to a Detroit diaper service supply man, they weren't so funny. In fact, he was losing so much money at one hospital, he was seriously considering dropping the account. Here's what was happening: As a part of his service, he provided the hospital with diapers for each infant, and when that infant left for home, he reclaimed them, had them washed and cleaned, and made them available for others.

Before the eventful day when mother and child were scheduled to leave for home, the proud papa was specifically instructed to bring one or two clean diapers so the infant could be changed and the service company's product returned to them.

But in most cases papa was too excited and too happy to remember such a triviality. So he came without diapers, and baby went home in the service company's three-cornered handkerchief, with perhaps a spare accompanying him for sudden emergencies enroute.

The service company never recovered their diapers, and it wasn't long before loss from this source was submerging profits.

The servicer was in a quandary. He disliked losing the account, but how could he put a stopper to this bottleneck?

He called on A. A. Weidman, a veteran vending man. "Is there any way diapers can be dispensed from a machine?" he wanted to know.

After considerable thought and some experimentation, Weidman came up with the answer—and the beginning of a new enterprise was born.

He sold the man three Model 918 National vendors and adapted them for quarter insertion. These were stocked with cotton flannel diapers, packed in individual cardboard containers. Capacity of the machine was 162.

The service firm installed a machine in each of three hospitals. When the beaming parent arrived at the maternity ward with anticipation—but no spares—he was gently ushered to the machine. He didn't mind spending a quarter or two because the diapers were his, the child was amply taken care of, and he was glad to be relieved of the embarrassment of making excuses for his forgetfulness.

The diaper service came out of the red with a rush. The merchandise cost 12 or 13 cents and sold for a quarter. Margin of profit was good—and so was volume.

This particular service company has made no attempt to expand the idea. As far as THE REVIEW is able to learn, these three Detroit hospitals comprise the only diaper vending locations in the United States. The field is a fertile one, in the very first stages of infancy (no pun intended), and the possibilities for exploitation are as wide as the horizon on a clear day.

Of course, not all hospitals handle their diapers through a service company. Many of them take care of their own didying.

However, outlet for vendors of this product are not restricted to hospitals. The biggest potential locations are railroad stations, bus depots, and airline terminals. Mothers travelling with infants do not always carry an adequate supply. If they knew they could procure the item from a machine, they probably wouldn't bother taking any along. There are enough accessories complementing a wee one—such as bottles, nipples, pins, powder, oil, etc.—without diapers, and they would be grateful for a service which would permit them to travel lighter.

As long as parents take their toddlers to theatres, movie lobbies will be a remunerative location. In the double feature houses, volume should accelerate sharply. Other good prospects for placement include auto courts, motels, resorts, camping areas, restaurants, trailer parks, street car terminals, department store lounges, apartment houses (if children are allowed), markets, subway stations, and beach concessions. Any place where enough doting mothers bring their offspring is a natural for this type of merchandiser.

The vender considering this new branch of the business should check on one im-

(See DIAPER VENDOR, Page 62

KWIK-NICKELS
Streamlined
Coin Changer

Solid Aluminum Casting
Polished Chrome
Holds $10 In Nickels

Guaranteed Accurate

$9.85
Each

—SEE—
PAUL A. LAYMON
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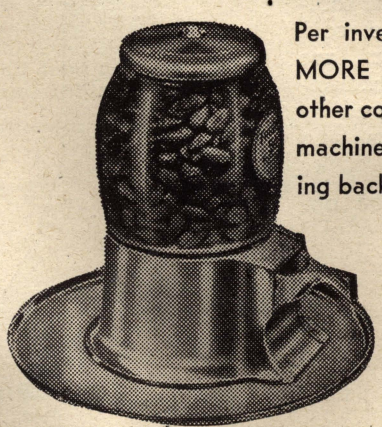
5¢
CASH-TRAY
AND
A-F'S "TEENY" ALMONDS
ARE FAST BECOMING THE STAND-BY OF THE OLD-TIME OPERATORS



Per invested dollar, CASH-TRAY is making MORE money for MORE coinmen than any other coin-operated equipment. Many of these machines are emptying nightly, thereby earning back their cost within a week's time!

IMMEDIATE DELIVERY

Send for FREE Profit-Chart and Sample of Calif. "Teeny" Almonds

DISTRIBUTORS
Many lucrative territories still available on an Exclusive Basis. WRITE FOR DETAILS.

Dimensions:
Height—8¼ Ins.
Width—9½ Ins.

ADAMS-FAIRFAX CORPORATION
5721 W. JEFFERSON BLVD. LOS ANGELES 16, CALIFORNIA

Self-Service Feature of Automatic Grocery Appeals to Customers

By Henry T. Roberts, Vice-President and Director of Sales,
United States Vending Corp.

The progressive coin machine operator of today will be the prosperous chain store owner of tomorrow. Years of experience in design and development of automatic merchandising have at last developed an "Automatic Store" with a vending mechanism that will sell many types of products from a single unit. For example, a typical refrigerated model with ten different selections might sell candy, cold sandwiches, milk, carbonated beverages, apples, oranges, cigarettes, chewing gum, cookies and canned juices.

The public acceptance of this type of service has been proved, especially during the acute labor shortage of the war years. From the public's point of view, it is now more necessary than ever to minimize the labor factor in post-war sales of these same items to keep prices down.

Operators everywhere recognize the pronounced preference for self-service in the sale of many vastly different products. Economically, the sale of packaged and bottled merchandise through a coin-controlled vending mechanism has many fundamental advantages:

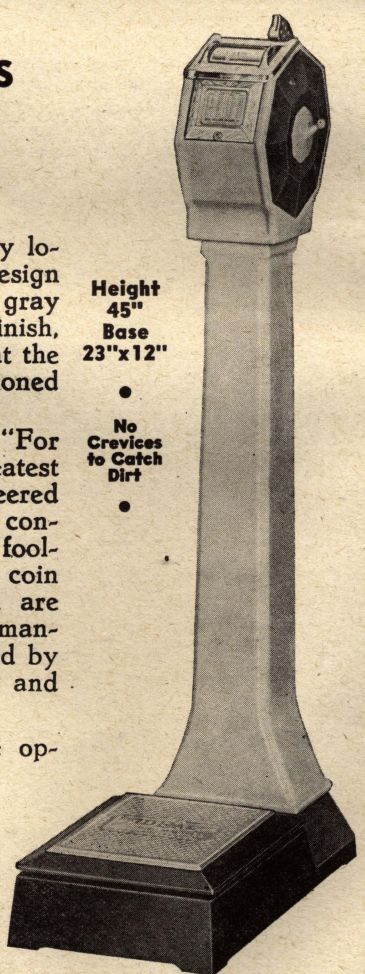
1. Eliminates expensive labor.
2. Sells its products 24 hours a day.
3. Permits relocating equipment easily and readily to maintain maximum customer traffic.
4. Provides more rapid customer service than can be accomplished manually.
5. Effects savings in original cost of items because of quantities and quick turnover.
6. Eliminates consumer credit problem.
7. Prevents pilferage and spoilage.
8. Develops new profitable outlets because of attractive illuminated display of "impulse items."
9. Recognizes inner desire of people to help themselves.
10. Emphasizes inherent ability of equipment to be located where purchasing is more convenient for customer.

Service to the operator goes beyond merely developing and producing the equipment. The distributors in the respective territories are as interested as our organization is in assisting the individual operator to properly place, service and maintain his equipment to achieve maximum earning possibilities.

Extensive market research in the carbonated beverage, beer, frozen food, ice cream, dairy, cigarette, meat packing, railroad, busline, and 80-odd other industries confirms the fact that there are nearly 500 undeveloped locations for "Automatic Stores" to each existing location for coin-operated games or music. Automatic Stores work for the operator 24 hours a day, 365 days a year.

With the return of our thinking to sound business principles in this post-war period, our entire organization is concentrating on offering the operator the greatest income-producing equipment in the history of automatic merchandising.

STILL DELIVERING
IMMEDIATELY
Ideal Aristocrat
For
OUTSIDE LOCATIONS
INSIDE LOCATIONS
CROWDED STORES



Height 45"
Base 23"x12"
•
No Crevices to Catch Dirt
•

You can install an Ideal in any location, because of its unique design and small size. Built sturdy with gray iron and acid proof porcelain finish, it will last a lifetime, whether at the sea shore or in an air conditioned store.

To quote Abraham Lincoln, "For the greatest good of the greatest number," the Ideal was engineered to suit all types of operating conditions. Simple in construction, foolproof cash box, trouble-free coin chute, cheat-proof mechanism, are all features of the Ideal. Workmanship and materials are approved by the Department of Weights and Measures.

Ideals operated today will be operating in 1980.

WRITE TODAY
FOR FULL DETAILS

IDEAL WEIGHING MACHINE CO.
Established 25 years in Coin Weighing Scale Business
1012 West 43rd Street, Los Angeles 37, California

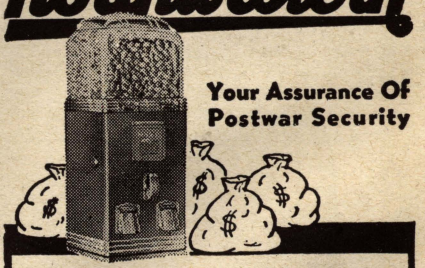
DIAPER VENDOR

(Continued from Page 61)

portant point. The compartments of all vendors are not large enough to accommodate a cardboard-enclosed diaper. Before stripping his machine for action, he should make sure the type he operates is sufficiently commodious.

The next time you hear an infant wailing away, don't mutter imprecations about "that little brat." Instead, rejoice: another potential customer for automatic diapering has been added.

Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns---venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
3 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

"Vendors To Boost Candy Sales 10-Fold," Coan Says

CHICAGO—*The Confectionery-Ice Cream World*, national trade journal, recently devoted a two column spread to the anticipated expansion of the vending machine industry.

The *World* quoted J. W. Coan, president of Coan Mfg. Co., as predicting that if steel supplies are sufficient, candy sales in the next decade will be ten times the present volume, due largely to increased use of vendors.

Coan said further that vending machines have annual gross sales of a billion dollars and that candy machine operators absorb about 80,000 new pieces of equipment a year.

"When raw material supplies are available in adequate volume, production of candy vendors will exceed the 80,000 unit mark," Coan told the *World*.

The story also noted the growth of beverage machines. "The dispensing of carbonated beverages will claim over 40,000 new units a year when the supply situation is straightened out," the publication revealed. "One of the largest dispensers of soft drinks, it was said, now sells about 40 per cent of its bottled drinks through vending machines, with gross sales approaching $100,000,000. Sales of the product through cup machines is not included in those figures."

The article also pointed out that there is a definite trend on the part of large manufacturers of products adaptable to coin machine vending to establish separate sales departments for that division. "A number of candy and gum concerns have set up new departments," stated the *World*.

Radio Thriller Slugs Slugs

NEW YORK—Millions of radio listeners were given an insight into the vicious practice of slugging vending machines through Schutter Candy Division's "David Harding, Counterspy" broadcast of March 9 over the ABC network.

"The Case of the Vending Machine Slugs" dramatized the plight of Jimmie Gordon, a combat veteran, who had established a route of vending machines and whose earnings were cut sharply by an increasing number of slugs. David Harding was called into track down the culprits and did so, bringing them to justice.

New Company—New Bars

BROOKLYN — Nation-wide distribution of *29* and *Fruitmello*, candy bars manufactured by the newly formed Twenty Nine Candy Co., Inc., has been announced.

The firm occupies a one-story plant, complete with the latest equipment, and is set up to produce 4,000 cartons of bars a day.

Sugar Ration for Second Quarter Raised from 60 to 75 Per Cent

WASHINGTON—The black market in candy bars has been given a stiff punch to the solar plexus; "war-time babies," already dying a slow, lingering demise, have been practically extinguished; and manufacturers are oiling up their machinery for increased production.

All this is the result of a joint announcement by the Office of Price Administration and the Department of Agriculture, increasing industrial sugar allotments from 60 per cent during the first quarter of 1947 to 75 per cent for the second quarter. Because most bar goods producers have reduced the size of their products, the higher allotment will enable many of them to exceed 1941 in unit production.

The optimistic picture, however, is shadowed by two factors:

1. Uncertainty over whether sugar and price rationing will be continued.
2. Shortage of cocoa and chocolate.

As THE REVIEW goes to press, Congress has not yet acted on renewal of rationing powers. Pending before the Supreme Court is a suit by Moberly Milk Products Co. charging that OPA's historical use system of rationing is invalid and discriminatory. The Federal Circuit Court of Appeals has ruled in favor of the plaintiff. The historical use system is the allotment quotas based on quantities used by industrial concerns in 1941, which is administered by the OPA.

Competent informants in the nation's capital have informed THE REVIEW that while it is impossible to predict what action Congress will take, it is their opinion that a new sugar act will be drawn up, covering both rationing powers and pricing powers, which will be turned over to the U. S. Department of Agriculture for administration and enforcement. It is also believed in authoritative circles that rationing will continue until October 1947 or March 1948.

The world allocation for cocoa beans, recently announced by the International Emergency Food Council, gives the United States 258,300 tons for the marketing year ending September 30, which is approximately 50,000 tons short of normal consumption demands in this country. The solution, in the face of this shortage, is to manufacture fewer bars which use chocolate—although chocolate-covered bars are most popular with consumers. Another alternative is to use less chocolate on bars requiring this type of coating. One of the leading manufacturers of chocolate covered candy revealed that his firm would be able to increase production to 75 per cent of the base period despite scarcity of chocolate.

Meanwhile, most industrial users are campaigning strongly for retention of controls. W. Lonsdale, executive director of the U. S. Cane Sugar Refiners' Association of New York, strongly advocates continuation until March 1948, and says that such action would guarantee industrial users three great benefits: an orderly and equitable distribution of supplies; a more reasonable and considerably lower price than would exist without controls; and simultaneous preparation of both user and

CANDY COVERED PEANUTS
(BOSTON BAKED BEANS)
28¢ lb.
PACKED IN 50-LB. CARTONS
These beans are sweet and tasty—made strictly in accordance with the pre-war formula.
STICK-PROOF MOISTURE-PROOF FADE-PROOF
IMMEDIATE DELIVERY
Terms: One-third Cash with Order—Balance C.O.D.
ADAMS-FAIRFAX CORPORATION
5721 WEST JEFFERSON BOULEVARD
LOS ANGELES 16, CALIF.

industry for the state of affairs which will exist after decontrol.

Leslie J. Welch, sales manager of the Great Western Sugar Co., Denver, predicted that if transportation, labor and other costs involved in sugar production did not increase too much, the cost of beet sugar would not advance over 50 cents per bag if decontrol comes in the first quarter of 1948.

Herbert G. Ziegler, vice-president of the George Ziegler Co., stated: "I feel confident that Congress will heed Secretary of Agriculture Anderson and other agencies and retain controls on sugar with a gradual release, in order to keep the country from having another debacle similar to the one following World War I in 1920. This sentiment was echoed by Philip P. Gott, president of the National Confectioners' Association. Other organizations urging extension of present controls are the International Association of Ice Cream Manufacturers and the National Association of Retail Ice Cream Manufacturers.

Walter S. Mack, president of the Pepsi-Cola Co., urged Congress to eliminate sugar rationing but to keep price ceilings and inventory controls for another year, if necessary. He proposed a top price of 15 cents a pound and a ban on hoarding by both individuals and industry, preventing them from purchasing more than a 30-day supply.

In favor of "immediate revocation of all controls on sugar" is John M. Joyce II of the Joyce Seven-Up Bottling Co., New Rochelle, New York.

Nickel Bar by Spring?

CINCINNATI—Newly elected president of the Cincinnati Candy Recovery Association, August Hussel forecasts the return of the universal five-cent candy bar by spring of this year. He also said that he had heard on good authority that sugar rationing would end in April.

Candy Plentiful—on Paper

WASHINGTON — Apparently Secretary of Agriculture Anderson never had to buy candy bars in quantity, otherwise he certainly would not have removed candy and confectionery from his list of "short supply" commodities.

Meet Don McLaughlin, handsome star of "David Harding, COUNTERSPY"... the sensational radio program presented every Sunday afternoon at 5:30 p. m. EST, over 200 stations of the ABC network, by Schutter Candy Company. A favorite of millions, this entertaining program sells Schutter's two famous candy bars: OLD NICK and BIT-O-HONEY. Listen to "David Harding, COUNTERSPY" next Sunday afternoon and you will understand why every week sees new thousands asking for these favorites: OLD NICK and BIT-O-HONEY candy bars.

Adams-Fairfax Hush-Hush On Two New Vendors

LOS ANGELES—We herewith nominate Bernie Shapiro of Adams-Fairfax Corp. for a high executive post with the F.B.I., the O.S.S., or O.N.I. (Office of Naval Intelligence). Bernie knows how to keep a secret.

When word filtered along Vending Row that Adams-Fairfax had two ambitious work projects on their boards involving new pieces of equipment, we high-sailed Fairfax-way to get the details for REVIEW and AUTOMATIC VENDING readers. According to the advance information we had garnered, the two machines are larger than their famous *Cash-Tray*, but not so large that their sale and operation would be limited to certain spots.

Here is a blow-by-word account of the interview:

Reporter: "How long before distributors and operators will be able to get delivery?"

B. Shapiro: "Several months."

R.: "Please be more specific. Two months? Three? Four?"

S.: "Several months."

R.: "I understand (fishing, you see) that the new pieces are different, revolutionary in design, and money-making for the operator."

S.: "No comment on the first two; a definite 'yes' on the last."

R.: "What kind of products will they vend?"

S.: "No comment."

R.: "On what denomination will they operate? What is the price of the machines?"

S.: "No comment."

We are sending a transcript of this interview to the U.S. Secret Service. This is the kind of man they need.

Vendi-Freeze Ice Cream Vendor in Production

BIRMINGHAM, Ala. — Vendi-Freeze Corp. announces the appointment of the Vendi-Freeze Sales Co. of California as state distributor for its ice-cream vendor. R. A. Kelsey is president and general manager of the branch.

Vendi-Freeze will soon move its headquarters to San Diego and expects to set up offices and showrooms in Los Angeles within a month.

The company's product is 24 by 24 at the base and comes in several heights. Electrically operated and refrigerated, it dispenses ice cream bars at ten cents. To accelerate production, the machine is being manufactured in several locations. By August 1, the firm expects to double its present output.

FOR BULK VENDORS
PAN'S "HARD SHELL" CANDIES
HAVE WHAT IT TAKES

Finest Quality — Snappy Appearance
Easy Vending — Correct Price

Present production limited to current raw material supplies but we hope conditions will permit us to serve you soon.

PAN CONFECTIONS
DIVISION OF CHASE CANDY COMPANY
311-329 W. Superior St. Chicago 10, Illinois

NUTS-CANDY
Full Supply . . .
Every Variety!

PISTACHIOS . . . . lb. 65c
BOSTON BEANS . . . lb. 35c
SALTED PEANUTS . . lb. 28c
Free Price List

The QUALITY PLUS Co.
572 10th Ave., New York 18, N.Y.

Trade Paper Forecasts Big Boom in Vending

NEW YORK—Expansion of factory outlets will provide the basis for a huge increase in vending machine sales this year, reports *The Tobacco Record*. *The Record*, published bi-weekly for the past 37 years, also predicts that within ten years vendors will increase their volume on candy alone by 1,000 per cent.

Other revelations: "Vending machine manufacturers anticipate normal supply status before the end of 1947 . . . 'normal,' producers estimate, means sales of 80,000 new candy machines annually, 50,000 cigarette units, 75,000 machines handling peanuts, gum and other small items . . . an authoritative source in the machine trade calculates that there are already 2,000,000 automatic merchandising units in operation in the United States."

Hershey Head to Retire

HERSHEY, Pa.—Although planning to continue to serve Hershey Chocolate Corp. in an advisory and consulting capacity, William F. R. Murrie, president of the company, will retire from active participation on March 24 because of ill health. He will remain on the board of directors of Hershey National Bank, Hershey Trust Co., and as a trustee of Hershey Industrial School and the Hershey Foundation.

Murrie has been with the firm for over a half century.

Yankee Ingenuity Chases Cash-Box Blues and Adds to Vending Revenue

The vender surveys the candy situation and wails dismally, "Oh, what to do, what to do? Candy bars retail at stores for six cents, or two for 15, and I've got to sell them for a nickel. Dime bars don't move very fast, and I can't sell enough five-cent bars to offset the increased cost. How am I going to survive?"

An enterprising Detroit operator, instead of falling into the mire of self-pity, used a little Yankee ingenuity—and is making a nice livelihood in this era of scarcity. Other venders in the past have hit upon neat tricks of effective merchandising which have boosted their route returns substantially.

Many amusement operators are trending toward diversification of lines. The alert vending man should give serious consideration to varying the items dispensed from present machines. A candy vendor does not mean "candy only" any more than a peanut machine is restricted to peanuts.

A coinman who has proved the soundness of the above statement by practical experience is Floyd Joyce. He had a number of bar machines at gasoline stations, but his average sales—50 to 60 per week per station—were insufficient to show an adequate profit. Joyce was servicing a vendor one day when a motorist drove in and asked for water for his radiator. Then he said to the attendant, "I've got a valve stem that I want replaced and I also need a valve cap." The attendant, who had been busy on a repair job, delved into the kit, and with grease-smudged fingers, plucked out the stem and valve. After the motorist had driven away, the gas man said to Joyce: "Valve stems and caps are the biggest nuisance for a service station. I wish something could be done about taking them off my hands."

Joyce found the solution, and not only garnered higher revenue from his route but added new locations—stations which had bluntly rejected the suggestion of a candy vendor theretofore. Refusals melted away when Joyce broached his merchandising idea.

It was a very simple plan: merely remove candy from two rows of the machine and fill one column with valve stems and the other with valve caps. Vending them at five cents, the operator's net profit was two and a half cents. Not only was he removing an obnoxious thorn from the attendant's side but he was selling a much-used, much-needed item at a profit. And while the customer purchased the valves, he ofttimes succumbed to "impulse buying," presented in the form of an attractive candy display.

Another Detroiter, Reynold St. Onge of Merchandising Vending Service, is waiting for golf balls to return to pre-war prices before resuming a lucrative sideline which was bud-nipped by the Nips. St. Onge drilled staggered holes in the vending tray, changed chute and rejector to accept a quarter, and placed golf balls on the trays. He set up the machines at Detroit's municipal links and did nothing but refill and count cash from then on. St. Onge had seen teen-agers walk on the greens with three balls in their possession; in most

EMPTY
Vending Machines
FASTER

BIG CHARMS: NEW ENLARGED ASSORTMENT, consisting of ONE HUNDRED AND FOUR (104) different, new, large, beautiful "Eppy" Plastic Charms—in many bright, sanitary and odorless colors.

Operators who are using BIG CHARMS are busy-happy.

CHARMS IN BULK—$4.00 per thousand with FREE Gold and Silver-Plated Charms mixed in as an added sales-stimulating bonus.

SASSY WISE-CRACK PICTURE BUTTONS: Consists of 38 different wisecracks (but clean) that are appealing to children—and definitely suitable for children.

Operators who mix in Sassy Buttons (and Big Charms too) attract more interest; catch more pennies; empty machines faster.

SASSY PICTURE BUTTONS IN BULK —$6.00 per thousand.

A-TO-Z ALPHABET CHARMS: One smart operator works an effective stunt with these ALPHABET CHARMS. He pastes a sign on each machine which offers a Giant Balloon as a prize to children who mail in to him the letters which spell out the name of his city. If the city is N-O-R-F-O-L-K—those who send in those letters get the Giant Balloon prize offered. It's a terrific idea. You ought to work it too!

A-TO-Z ALPHABET CHARMS in bulk—$5.00 per thousand.

All prizes guaranteed to fit your Vending Machines. All prices F.O.B. New York, net cash; $1.00 deposit with order—balance, C.O.D.

SAMUEL EPPY & CO., Inc.
"The World's Largest Charm People"
113-08 - 101st Avenue
RICHMOND HILL 19, L. I., N. Y.

Pile up Profits Pronto . . . put

NORTHWESTERN

MODEL 40 5¢ ALMOND VENDER

in your choice locations!

$8.60 LOTS OF 1 TO 25

$8.35 LOTS OF 26 TO 99

$8.10 LOTS OF 100 OR MORE

1/3 cash with order, balance COD

Blue Diamond Brand Vending Almonds 80c lb. (25 lb. cartons)

VIKING SPECIALTY CO.
530 Golden Gate Avenue • San Francisco, Calif.

cases one or two of them were "one-shots" which collapsed after the initial drive. Purchasing the balls in gross lots at from 10 to 15 cents, and vending them at a quarter, he operated on a nice margin and enabled the players to keep playing.

St. Onge offered the same service to clubs, but found sales too slow. Most of the clubmen had more money than the municipal customers and shunned a 25-cent ball in favor of a 50 or 75 cent pill. So he stayed with the city links. Of course, golf balls were only a sideline to his candy and cigarette vendings, but they were a remunerative gross booster.

An operator was servicing a candy machine at an upper Michigan resort when two fishermen walked by. Said one to the other: "Want a candy bar?"

"Candy bar!" snorted his comrade. "What do they need a candy machine up here for? What we should have is corn cob pipes and roll-your-own tobacco. We're outdoorsmen!"

The operator acted immediately. He bought some corn cob pipes and sacks of smoking tobacco and devoted two columns of his machine to their vendage. Both candy and accessories moved more briskly after that.

If you've ever worked in an office, you know how annoying it is to run out of pens, erasers, paper clips, rubber bands, and other supplies. In 1936 an operator who was a former clerk thought of the same thing—and did something about it, saving desk hands time and inconvenience and adding chips to his money pile by loading two office building machines with all sorts of emergency stationery items.

Vending machines have even entered politics to sway votes. In the Milwaukee city elections of 1939-1940, an operator closed a deal with one of the candidates, whereby a "vote-for-me" card was dispensed with each candy bar. The candidate paid a certain fixed sum for each 1,000 cards.

We don't recommend engaging in politics via vendor because more ill-will can be sown than the added revenue warrants, but we do recommend a little less blues-chirping and a little more new-fashioned Yankee ingenuity.

NAMA 1947 Convention Set for December

CHICAGO—NAMA'S 1947 convention will be held in the exhibit hall of the Palmer House December 14 to 17 inclusive. This will be the first conclave at which merchandise and service machines will be exhibited.

"This tremendous exhibit will mark a milestone in the history of the association," says George M. Seedman, general convention chairman. "The dates and site selected are the result of considerable investigation and deliberation on the part of the convention committee and NAMA headquarters."

Exhibition hall will be divided into approximately 90 booths, most of which will be about 100 square feet in size.

NAMA also announced that it will publish an annual year book titled "The Merchandiser," which will contain more than 200 pages of information and can be used as a guide in buying equipment and merchandise.

F. N. Pierson of the Vendo Co. is vice-chairman of the convention committee. Chairmen of the special committees are: John Haddock, DuGrenier, Inc., Year Book; J. Sidney Jones, Southern Vendors, Exhibits; Herbert A. Kent, P. Lorillard Co., Industry; Neill Mitchell, Lehigh Foundries, Inc., Publicity; Steve Mudge, the Vendo Co., Arrangements; Ben Seltzer, N. Y. Subways Advg. Co., Entertainment; T. A. Vaughn, New Orleans Cigarette Service Corp, Reception.

Cocoa Bean Price Jump Worries Candy Industry

NEW YORK—Cocoa beans are not only scarce, but when available their price is three times the former OPA ceiling. Chocolate coatings are likewise two and three times their pre-war cost. Manufacturers, already encountering stiffening consumer resistance to high prices, are concerned about mounting ingredient costs as they feel sales will slacken considerably.

Many candy makers are hesitant about using cheaper grades of chocolate as that would hurt future promotion of their product.

Clarence Francis, chairman of the board of General Foods, sounded an optimistic note when he said that price recession in chocolate, as well as other commodities, could be expected this year.

Columnist Protests Cutting Bar Size, Raising Price

LOS ANGELES—"The snack has snuck" is the heading over Columnist Matt Weinstock's comments on the six-cent bar. "Here in a paper wrapper," says the *Los Angeles Daily News* writer, "is the full impact of inflation. The value involved is probably not out of keeping with the upward trend in more staple groceries. And it's easy to understand that the candy makers must have debated long and vociferously at their board of directors meetings whether to raise the price or cut the size of their bars. In the end, they did both.

"Their psychology, we'd say, was wrong. They should have preserved the size. As long as they were upping the price to six cents, they might as well have added another cent or two. Once you break a nickel these days, you just don't give a darn."

Move to New Office

NEW YORK—Seaboard Vending Corp. has moved into new offices at 15 Park Row.

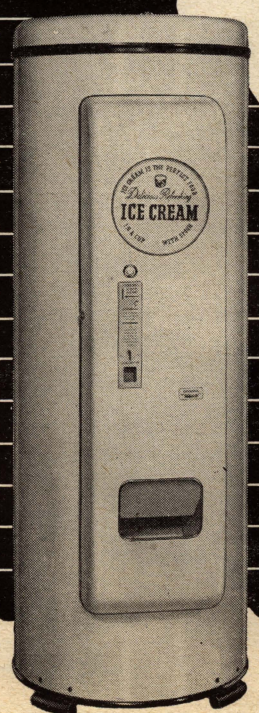
"Hold 5c Line" Cards

WASHINGTON—In a move designated to build location good-will and keep prices down, National Distributors, Inc. have printed two cards, size 3½" x 4½"; one is colored with silver flake and is enclosed with commission checks; the other is a sticker which goes on the vending machine.

Red lettering at the top and bottom of the cards reads as follows: "Hold that line for 5c Candy." Text: "Most retail counters are selling 5c candy bars for 6c—or more. We want to sell 5c candy for 5c. You can help! Every time you buy a candy bar from this vending machine you register YOUR protest against higher prices, and "vote" for the 5c candy bar. This is your "voting machine."

you can make more profit from your present locations . . with a

Revco ICE CREAM VENDER



Present locations of soft drink and candy machines can be made even more profitable by the installation of a Revco Ice Cream Vender. Everyone likes this popular refreshing food and the Revco Ice Cream Vender makes it possible for you to serve it everywhere . . . and at a nice profit. Maintenance is simple; just fill the machine and keep it clean. Automatically controlled sealed refrigeration unit keeps the ice cream at just the right temperature for eating.

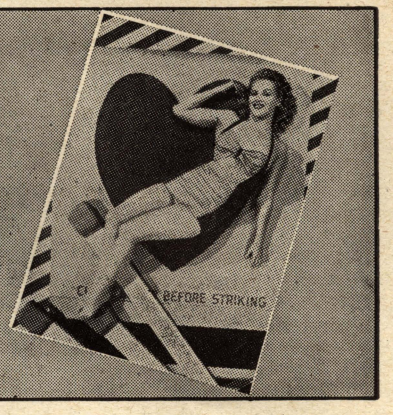
Here is an additional source of profit in your present locations and a natural for many new locations. Write today for the details of the Revco plan.

Single flavor Mono-Mat shown holds up to 121 cups. Duo-Mat holding up to 226 cups of two flavors also available.

Revco INC.
DEERFIELD • MICHIGAN

Just Arrived
"SUN BRAND"
PISTACHIOS
Standard count about 45 per ounce. Real money maker in vending machines.
American Pistachio Corp.
Importers, Roasters and Packers at This Address for Over 15 Years
111 Reade Street, Dept. CR
New York 13, N. Y.

CIGARETTE VENDING



Eli Witt Recognized Value of Vendors

TAMPA—Eli Buchanan Witt, a legendary figure in the tobacco and candy industry, died last month, but the tales of his exploits will live as long as ingenuity and ideas are a part of the American scene.

Witt out-Algered Alger. Whereas the hero of the fictional success story was robust in health, Witt was not. At 23, with only one good eye, he was stricken with tuberculosis, and in the years that followed, was attacked by a variety of ailments. Many was the time the medicos gave up on him, but Witt rallied his sagging forces and hopped back on Life's Express.

In 1906, with a yen to be a self-sufficient business man, he opened a cigar stand in Tampa. His keen analytical ability and brilliant sales methods didn't lie dormant long. Soon he owned several stands. Then he launched into the wholesale business, subsequently branching out into other states.

"Cover every possible sales outlet" was one of his guiding principles. It didn't take him long to recognize the potentialities of vending machines and to fully utilize this source. It is estimated that there are 4,000 cigarette vendors in operation by the 40 corporations over which he presided, as well as an undetermined number of candy machines. In smaller localities a scattering of automatic phonographs are also being operated by Witt affiliates.

(See ELI WITT, Page 68)

Massachusetts Takes Lead In Banning Price Cutting of Cigs

BOSTON—Price cutting, a nemesis that has harassed vendors in their efforts to attain greater volume, has been nailed to the cross in Massachusetts through invocation of Section 12, Chapter 64-C of the General Laws, which reads as follows:

"No person shall be permitted to sell cigarettes as 'loss leaders' with intent to injure competitors, and the Commissioner shall enforce sections 13 to 21 inclusive, in order to prohibit such sales and stabilize and increase (tax) collections under this chapter."

Henry F. Long, Commissioner of Corporations and Taxation, ruled that *Lucky Strike, Chesterfields, Camels, Old Gold, Philip Morris* and *Raleigh* should be retailed at 20 cents a pack, thereby allowing for a 12.4 per cent mark-up. This 12.4 per cent mark-up applies to all other brands of cigarettes as well.

In his statement, Long did not discuss the price of machine-dispensed smokes, but vendors usually sell for one or two cents per pack more because cigarettes comprise the sole business of the operator, and he does not receive auxiliary profit from other items.

In issuing the edict, Commissioner Long said: "The Massachusetts cigarette tax law contemplates the complete protection of the revenue that should flow from the cigarette tax, and in the course of so doing, to stabilize the cigarette industry in this state, since it has a very definite effect on the flow of revenue from the tax law, a portion of which revenue is dedicated to the veteran's bonus.

"I hope that if retailers notice any sales at cut prices in the vicinity of their stores, they will notify me at once so that I can take appropriate action."

He also mailed the following statement to cigarette retailers in the state:

"Purchase cigarettes only from licensed wholesalers. Do not buy cigarettes from persons you do not know even though the price is lower. Be sure that you receive an invoice with every purchase of cigarettes. These invoices must be kept for a period of three years and are subject to inspection by examiners from the Department of Corporations and Taxation. Do not overlook the heavy penalties provided for violations in the cigarette tax law.

"Your cooperation is invited in reporting to me any solicitations for the sale of cigarettes at less than the regular wholesaler's price. If possible, obtain the solicitor's automobile registration number. In addition, if you will advise me of any persons or groups purchasing cigarettes at lower prices, all violations will be investigated and the law enforced."

It has long been a recognized fact that chain stores and other retail outlets, who undersell their smokes as "loss leaders" in order to entice the customer into their establishment, are the vending man's toughest competition and cut deeply into automatic machine sales.

The cigarette vending industry, in appraising the Massachusetts action, hopes that other states will adopt a similar measure.

Lehigh Appoints Strauss

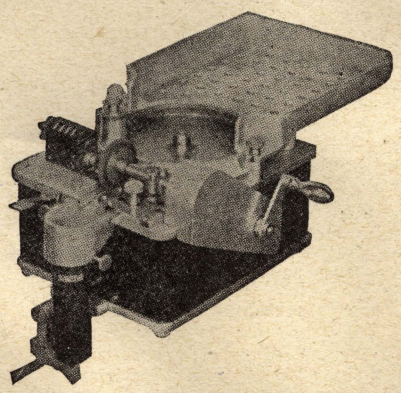
EASTON, Pa.—Lehigh Foundries' fast-growing "PX" vending family increased by one when the Standard Vendors Division of the firm appointed Strauss Vending Machine Co., Boston, as its New England representative.

Correction

The Coin Counters advertised on page 77 of the March issue of THE REVIEW should have been listed as Downey Johnson Coin Counters and not Standard Johnson Coin Counters for the copy and illustration referred to Downey Johnson and not Standard Johnson.

Downey Johnson Coin Counters

THE ACKNOWLEDGED LEADER IN THE COIN COUNTING FIELD!



Present collections call for a systematic method of counting and packaging your coins. Stop wasting hours or subjecting the "Little Woman" to hours of needless effort. The DOWNEY JOHNSON Coin Counter is the finest in the field. Come in and see a demonstration of this unusual device. You'll declare it an indispensable operating aid.

$217.50

F. O. B. CHICAGO FACTORY

COME IN TODAY!

PAUL A. LAYMON, INC.

1503 West Pico Boulevard • Los Angeles 15, California

The Art of Managing A Successful Cigarette Vending Business

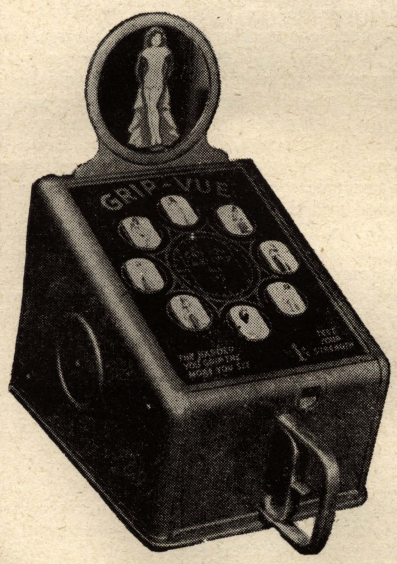
By J. Herman Saxon of Saxon, Inc.
Charlotte, N. C.

Since I have been asked to write about general management, I think the first thing to do is to try to define modern management. I would say that management is the art or science of co-ordinating all the factors and functions of a business successfully. I say successfully for, unless it is successful, then the management has failed. A manager is like the quarterback on a football team—I don't think any of you will dispute the fact that the quarterback calls more plays that don't work than he does ones that do work. The point is that he has to call a play and that holds good with the manager. I contend that the first talent a manager must have is the ability to make decisions—most of them fast. I challenge any man to say he has never made a mistake. What we want, of course, is to have as high a batting average as possible. Usually, the more successful one is, the fewer mistakes he has made.

The next talent I would classify as the ability to judge men. This is most important in the building of an organization; without organization you can't do a thing. Today, as never before, we must be sympathetic with our employees. We must plan what we wish to do, but more important be able to clearly transplant our ideas and plans to the minds of our employees so as to win their loyalty and best efforts if we expect our plans to be carried out.

I have listed a number of things that questions have been asked about and I will try to cover them as well and briefly as I can:

"GRIP-VUE"



Liteup Picture Grip. Counter size. 1c or 5c play. Battery or transformer operated.

Only $49.95

Mirror top. "Free" come on picture. Pictures interchangeable, large selection. Metal cabinet.

SEE YOUR DEALER

SILVER KING CORP.
622 DIVERSEY, CHICAGO 14, ILL.

Getting New Business

This definitely comes under the classification of salesmanship. I personally don't think what you say to a customer is half as important as the way you say it. You must have the undivided attention of your prospect to begin with or you are a dead duck. You all know the reasons why a merchant should have one of your automatic merchandising machines for dispensing cigarettes, but let me warn you to first study the location and the manager so you will know just what to say. Say as little as possible and get out as soon as he says "Yes." Samson was a piker. He only killed a thousand men with the jaw bone of an ass. Every day in this country 10,000 sales are killed with the same weapon. As to sales helps, I believe direct mail is the most effective method of advertising. We used it successfully before the war and are now working on a new series of mailing pieces. To really be effective, they must be good and attractive. I don't think much of radio or newspapers and I am not sure about trade magazines, since their use would be confined to very large operations covering a large territory; probably the best along this line would be an ad in the local chamber of commerce magazine. Another help is for the salesman to have an attractive brochure showing pictures of machines on location, especially with the owner of the establishment in the picture, and with his remarks about why he likes the machines. Also, a contract or order book. Any merchant thinks he is doing business with a real firm if they act business-like.

Merchandising

Just because you sell cigarettes that are cellophane wrapped, don't think merchandising isn't important. The first step is to keep your oldest stock going out first. When we get a shipment of *Camels*, for example, the ones we have on hand are moved out and the fresh ones put at the back and on the bottom: this is a must. In addition, all merchandise is date stamped the day it is received. How can you merchandise in the machines? Very simple—just be sure your cigarettes are uniformly placed in the machine. For example, on the eight-column *Rowe* vendor, we start on the left and place one row of *Chesterfields*, double column; then two rows of *Luckies;* then two rows of *Camels*, one double, one single; then *Philip Morris, Old Gold*, and the last column either *Pall Mall, Raleigh* or *Kools*—depending on the location. This helps the consumer because when he is used to buying from our machines, he can drop his money in blindfolded and get what he wants because his brand is always in the same place. Nothing looks worse than to see machines loaded improperly without labels and without nice stickers showing price, etc. We have seen sales on a location double by putting a repainted machine with fresh labels, and if you don't believe it pays, try it.

Departmentalizing an Operation

I take this to mean the separation of cigarettes and candy or a jobbing line. I say definitely "Yes," for the servicing of candy and cigarettes are totally different and each is a specialty in itself. The office work may be combined to a certain extent and the shop may be able to handle both machines.

Number of Machines on a Route

This is a factor that depends on the territory, type of business and service men.

How Many Machines Can a Route Man Handle Daily?

Another "if" depends on the man, the sales of machines and how close together the locations.

Advisability of Tying In Other Types of Equipment With Machines Now Operated

I am opposed to this because, as I have said before, cigarette machines are a specialized operation. I think Rowe tried it but don't know how they like the idea.

Meeting Increased Cost of Merchandise and Service

This can be accomplished either by an increase in price or by cutting commissions and trying to get more efficiency into your operation. Getting more efficiency in your operation—that is the $64 question.

Fixed Commission or Sliding Scale

That is another $64 question. We favor the sliding scale and I believe, as far as can be determined, that at least 80 per cent of the operators use the sliding scale. I know of one successful operation that pays a fixed rate to all. Another operation pays no commission at all but puts all machines out on a yearly rental basis, paying the location his yearly rent in advance. This is by far the best method of eliminating location trouble as well as some office work.

On the Job Training for Veterans

I believe this to be a very fine thing. It may be that we have been unusually successful with it but it is working out very well and we have certainly gotten some good men. At present we have six men in training. I know very little about the details, as I turned this over to our vice-president, S. L. Shanks, who was an officer in the Army, but I do know we are very happy about it.

ELI WITT

(Continued from Page 67)

The most incredulous aspect of his incredulous career was that he built and directed most of his $100,000,000 empire from a sick bed, a long-distance telephone in one hand and a voice recorder in the other.

In addition to building the country's biggest cigar and tobacco wholesale jobbing establishment, Witt expanded the Hav-A-Tampa cigar factory so that it became the tenth largest in the country and directed the destinies of a half dozen other factories.

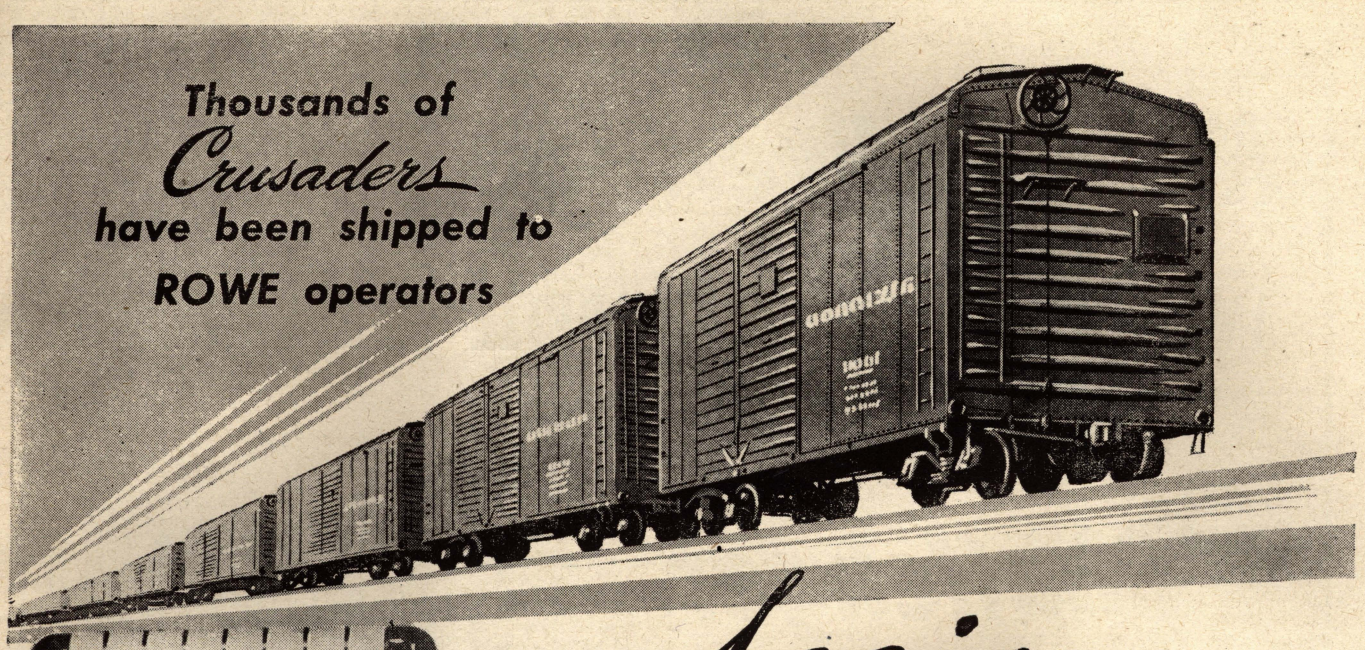
Not only did he introduce new sales and promotion techniques, but he inaugurated the first cash delivery wholesale trucking system in the nation, was one of the first to use transparent wrappers on cigars, and developed cigars with wooden tips. He pioneered the practice of giving away matches with cigars so successfully that he soon became one of the country's top wholesale distributors of matches.

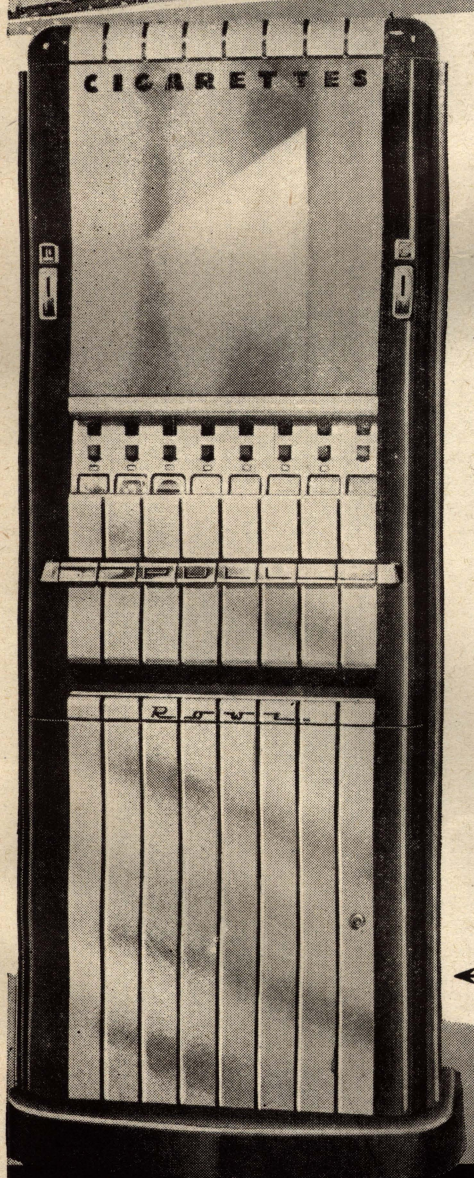
12-Column Model of "Electro" Soon

NEWARK—As a result of a survey conducted on the Atlantic Seaboard by the research staff of C-Eight Laboratories, a new 12-column model of *Electro* will soon be introduced to the market.

The electrically operated machine is designed for industrial plants and large locations where sales are heavy. The extra four columns can be used to supplement name brands or stocking other varieties.

Mario Caruso, president of C-Eight Laboratories, states that the 12-column *Electro* will be the lowest priced cigarette vendor on the market and will compare in price to the 8-column model.





Again ROWE IS FAR AHEAD IN SERVING OPERATORS

69
FOR
APRIL
1947

Production and delivery of the ROWE CRUSADER began 15 months ago. Since then, in spite of shortages of materials, ROWE has delivered more machines than all other manufacturers combined.

Production is still less than capacity but you can rely upon ROWE to do everything possible to increase it so as to more nearly meet the demands for the outstanding postwar cigarette vending machine—the CRUSADER.

The new ROWE CRUSADER comes in maroon, gray, blue or white and ROWE-KROME, a beautiful metallic finish that carries out a two-tone effect.

ROWE MANUFACTURING CO., INC., WHIPPANY, N. J.

Sales office: 31 East 17th St., New York 3, N. Y.

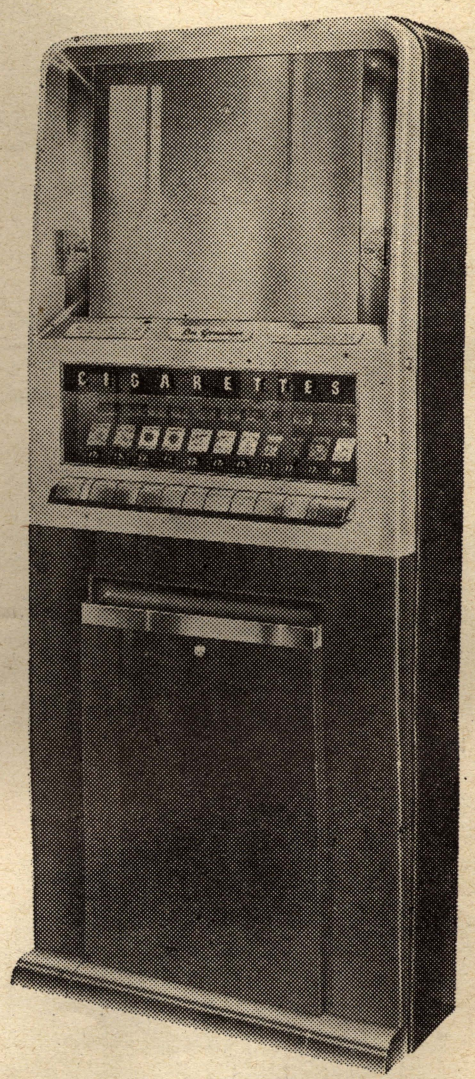
World's Leading Manufacturer of Automatic Merchandising Equipment • Member, National Automatic Merchandising Association

Now Delivering -

AMERICA'S FOREMOST CIGARETTE MERCHANDISER

The DuGrenier

Challenger



- **Single coin insert**
- **Speedy coin drop**
- **Mechanism operates on nickels, dimes and (quarters—optional)**
- **Separate slug rejectors for nickel, dime and (quarters—optional)**
- **Simple compact lower coin mechanism, only one adjustment**
- **Entire unit and mechanism readily accessible**
- **Operating unit moves forward in cabinet in two positions**
- **Delivery mechanism operates on movable steel racks and stationary shaft mounted on ball bearings**
- **Ejector handles are formed steel sections**
- **Revolutionary type ejector eliminates all package load on delivery mechanism**
- **Positive empty column lockout device**
- **Centrally located match delivery unit**
- **Every regular and auxiliary column will accommodate King size packages**

These, and many more, features are yours in the new DU GRENIER CHALLENGER. We invite you to visit our newly completed and redecorated showrooms and examine this new merchandiser.

JUST RECEIVED BY AIR FREIGHT FOR YOUR INSPECTION

Remember . . . your top locations deserve the best, and the DuGrenier CHALLENGER is tailor-made for your very best spots.

— PARTS —

Now available from our complete San Francisco stock, including

Conversion Units
Penny Inserters

All orders given prompt attention.

N·A·M·A NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION 1936 MEMBER

Messrs. Parina & Company

Exclusive Western Distributors for DuGrenier, Inc.

156 Ninth Street **San Francisco 3, Calif.**

On the Coast

San Francisco

The Coin Machine Industry is bourgeoning forth with real spring-time vigor. With equipment rolling off the assembly lines, with many new coin-operated devices being introduced, a general cheerfulness pervades the atmosphere.

Fred Neumann, one of the George R. Murdock Associates, made the following interesting revelations: Associates has been appointed national distributor for a new type *Roto* speaker; the first shipment of the new Rock-Ola *Play-Master* has been received; the firm has been appointed California distributor for the Downey-Johnson *Coin Sorter;* and last but not least, in the near future Associates will introduce something entirely new in the vending machine field.

Ben Strom, former Rock-Ola factory service representative for the 11 Western states, has joined Associates' staff in the capacity of sales and service representative. Strom served for two years in the armed forces, and participated in both the European and Pacific campaigns. George Bennett has recently returned from an extensive business trip through the Northwest, while Charles Merrill surveyed the Southern territory.

Clem Barceloux, Lake County operator, recently became a benedict, and Associates, in conjunction with Rock-Ola factory personnel, made all the arrangements for the honeymoon itinerary which took the young couple to Chicago, New York, New Orleans, many other interesting places, and eventually home. Fred Neumann remarked with a chuckle: "Associates is some firm! We sell anything, service anything, and it looks as if now we have added a travel bureau to our other activities. But our travel service is for honeymooners only."

After an absence of eight months Hank Maser has returned to his beautifully remodeled and much enlarged headquarters at 1337 Mission St. Hank had expected to resume business last September but the reconstruction took much longer than anticipated; in fact the job is not yet quite completed. The entire third floor will be occupied by an assembly plant. According to Maser, this will be the first venture of its kind on the Coast, but noting the general trend of other industries to establish bases in the West, he believes it is time to start an assembly plant for coin-operated equipment too. He has been appointed regional distributor for Buckley precision built *Jackpot Bells* for the states of California, Oregon, Washington, Nevada, Idaho, Montana, Wyoming, Utah, Arizona, Colorado.

A. F. Parina, Messrs. Parina & Co., Western distributors for Arthur H. DuGrenier products, was pleased to report that shipments of the DuGrenier *Challenger* cigarette vendors are being received, and he expects to do a lot of traveling in the near future.

Walter A. Huber, Northern California manager for M. S. Wolf Distributing Co., contributed his share of good news, saying that AMI phonographs are arriving in good volume. Walter is promoting the idea that it would be beneficial if operators would form social groups in their own communities. Of course there is an organization here, and one across the bay but they mainly have business sessions, and are too far for operators from other cities to attend regularly. While it is advisable for operators to belong to the larger regional groups, little gatherings weekly, with the families participating, would create a great deal of good will, and a keener understanding of mutual problems.

D. H. Osborn, Osborn Distributing Co., received word from the factory that the first carload of Packard phonographs is on the way, and that Packard is now in volume production. *PX* cigarette vendors are also starting to arrive, and according to Osborn the demand is "terrific" for these capacious ten column machines which hold 420 packs.

Osborn attended the dinner meeting at the Leamington Hotel, Oakland, given by the California Music Operators Association, in honor of James Gilmore, secretary-manager of CMI, who discussed the public relations program.

Dan King, III, president of Western States Distributing Co. is mighty pleased with the great popularity of the Pace *Bells*. At Harold's Club, Reno, Pace machines are used exclusively. The new Sonoma Inn, in Winnemucca will also feature Pace *Bells* exclusively. While talking to King, there was a long distance call from Reno; R. Smith of Harold's Club placed an additional order for 212 Pace machines, which will give Harold's Club considerably over 300.

Leon "Hi Ho" Silver has been a highly successful automatic merchandiser for years, but since branching into the jobbing field he has donned seven-league boots, and is really going places. Recently he spent three weeks traveling throughout the East and Midwest, and made some excellent connections. He has been appointed Northern California distributor for the entire line manufactured by Advance Machine Co.; and he got the national distribution for the *Grab All* tool. "Hi Ho" had his shop equipped to manufacture keys for vending machines, and now carries a complete line of rebuilt cigarette vendors. He is doing a big volume business with A.B.T. *Challenger*.

Glenn-Rowe Vending Machine Co. inaugurated a profit-sharing plan for its servicemen. Although established only three weeks ago, it has already proved itself a great incentive. Joseph R. Eppler, general manager of Glenn-Rowe, thinks it is "the finest endorsement for the Coin Machine Industry" that Western Union has decided to put cigarette vendors into all its offices.

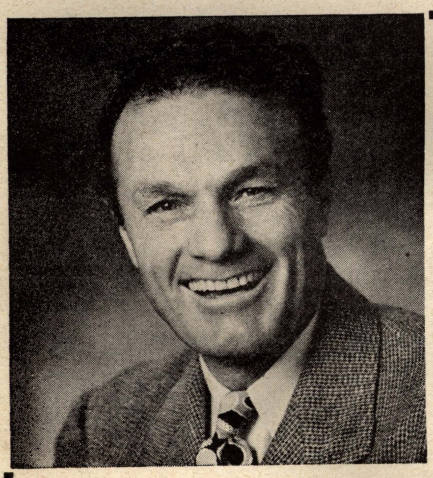
Gisela Ney

Seattle

Pin game volume is holding to good levels here, despite a general recession in most Northwest and national biz. Phono men felt the impact of the slump in varying degrees, but most of them felt the low consumer interest in music would end after March tax matters were settled, and national consumer confidence restored through a more equitable balance between living costs and income.

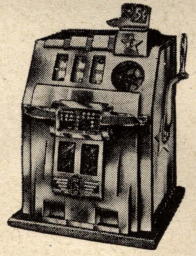
Corporation Counsel A. C. Van Soelen ruled that there is no prohibition of pin games near higher institutions of learning. The question arose about licensing the games in a restaurant near Seattle College. Van Soelen said the term "school" does not embrace colleges or universities.

Spokane City Auditor Carl Clepper has announced that the Inland Empire city has licensed 363 pin ball games this year, a new high which yielded the city $108,900. The licenses go at $300 each.



DAN KING III
IS HAPPY TO
ANNOUNCE
NEW LOW PRICE

PACE
BELLS



NEW LOW PRICES

5c	PACE	$245.00
10c	"	255.00
25c	"	265.00
50c	"	375.00
1.00	"	550.00

WESTERN STATES DISTRIBUTING CO.
63 Page Street (MArket 1819) San Francisco, Calif.

Do You Need
Arcade Equipment
RAY GUNS
or CONSOLES?
—SEE—
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

THEY'RE RED HOT!

The Most Out-Standing Boards On The Market

50 and 20% off Factory List

IMMEDIATE DELIVERY FROM OUR LARGE STOCK

C. A. ROBINSON & COMPANY

2303 West Pico FEderal 1810 Los Angeles 6, Calif.

To help finance a $10,000,000 a year educational program in Idaho, legislators at Boise adopted a new set of laws legalizing bell machines.

COIN ROW AD LIB — What say we get away from that dreary chatter about legislatures and take a jaunt along Coin Row? We were recently covering King St., deep in the heart of Chinatown, and we stepped into a Chinese eatery, or maybe it was Japanese, to get a pack of fags. Who do you think was eating there? None other than Bill Alsdorf, dynamic S.M. for Jack Moore here. But, friends, here's the scoop. What was William eating? *OCTOPUS LEGS.* And that ain't all. They were *RAW.* He was also sampling some *RAW* Bonita, some kind of fish. "Very good," chortled Bill, scooping up another mouthful.

No robberies reported at Puget Sound Novelty this month. George Preece says the new hair-trigger burglar alarm system they put in after being victimized by thugs a couple of times must be a good deal, because nobody has been around after hours to try it out. Lyle Tenney again has wheels —he finally got his Chevvie out of the shop after three months of foot-punishing waiting for some transmission parts.

Sammy Eskanazy, Associated Amusement Co., was still screaming Monday after playing a bit of 4-5-6 with the galloping dominoes over the week-end. Seems some Joe made 15 straight passes, with 20 smackers of Sammie's folding stuff on each pass.

Ed Hauter of the Puget Sound shop, is expecting a new addition soon.

Manager Bert Beutler has just returned from a general policy shindig and skull practice session held in L. A. by Bossman Jack Moore for his coast managers. Visitors in the trade stopping at Jack Moore's recently and taking home Seeburg and Bally equipment were: Ralph Brink and Ralph Hall, Tacoma; Red Roberts and Bud Boysen, Centralia; Verne Beason, Puyallup; John Lavender, Wenatchee, who was picking up some Seeburgs for operations at Euphrata, Moses Lake, and Coulee City.

Stopped in at the 2nd & Cherry Bldg. to talk a little shop with Mike Brickner of Zam Music—and what do you think we chewed over? Baseball. It must be spring.

Mrs. Harry Jacobs reports pin operations going swell. Bring on the depression, the recession, the digression or anything, says Mrs. J; people will always play the pin games, so why worry?

Vic Abdo of John Michael's, will soon be a papa, if not already. Congrats, Vic.

Van Santen & Cohen, headmen of Century Industries, recently wrapped up a sale of music and pin ball machines totalling $2300 and $3500 to C. G. Harris and J. F. McCrady, respectively.

Larry Adler, famous mouth organ virtuoso, was entertained while filling an engagement in town recently by Ralph Yost and Andy Huffine. They arranged a radio airing for Larry out of Bob Nichol's record shop, and later got together with the local press at—how odd—the Press Club. Ralph Yost likes the press, especially those gal reporters.

Ben Rosco and Associates are building some mighty sweet coin operated radios out on Second Ave., and will be releasing some good news on a custom built deal at mass production prices soon. Marion Carson, plucky little secretary, was in an auto accident recently, and is hobbling about on crutches with a badly sprained and twisted ankle—but still working.

Recent visitors to Puget Sound Novelty included: Orin Mason, Tacoma; Joe Broadbent and Leo Tyler of Anchorage; Arnold Olson, Ketchikan, and Vic Little of Vancouver, B. C. Looks like the boys from the Frozen North are getting hot on the ball, huh mates?

Ron Pepple of Northwest Sales Co. is driving a shiny new Dodge, and was taking Louie Di Denti out for a bit of a spin before lunch as we came by. (We came by on foot, as usual.)

Alice Riplinger is again holding down the secretarial chair for Ron, and she can really hold down a secretarial chair, all 105 pounds of her. (How's that for guess on your heft, Alice?)

George Trambitas is the new head man at Western Distributors. He hails from Portland, where he has been working with Western for about five years. Before that he hailed from Seattle. Solly Solomon, whom he replaces, has gone to California for a bit of fun and frolic under sunny skies.

Helen Reed of Acme Amusement is back at work after a short illness. She was replaced for two weeks by Pearl Wik. Mr. and Mrs. Dick Harthorn are expecting any time now.

Earl Everett will release his new clickeroo bell escalator some time late this month. We got a preview peek of the mechanism in action down at Seattle Coin Machine the other day, and it looks like the McCoy. It is simple, foolproof, and sturdy. Coinmen will like it—it is interchangeable on 5, 10 and 25 cent slots. Sam Grossman was putting it through the paces with some machine-gun lever pulling. The counter registered 72,006, and the mechanism was performing as smooth as silk. Look for more on this next month.

Ah, comes now the baby news of the month. Vic Green of Pep Sales has a brand new, sweet little gal at his house. The Greens were happy to greet the new lassie, as they already have two fine boys, and Vic figures there is no point in trying to raise a baseball team!

Michael Clary

Take 'em Away—At Bargain Prices

ALL REBUILT AND RECONDITIONED LIKE NEW

Bally Used VICTORY SPECIALS	**$295.00**	**Club Trophy**	**$ 75.00**
Bally Used DRAW BELLS — Write for low prices.		**Dark Horse**	**75.00**
		Blue Grass	**75.00**
Keeney Used BONUS BELLS, Single and Double—Write for low prices.		**Bally Surf Queens, 5-ball novelty**	**149.50**
		Hi Hands, CP, FP	**89.50**
Thorobred	**$139.50**	**Keeney Super Bells, CP, FP**	**99.50**
Longacres	**139.50**	**Bally Club Bells, CP, FP**	**89.50**
'41 Derby	**75.00**	**Mills Jumbo, FP**	**49.50**
		Mills Comb. Jumbo, FP, PO	**89.50**

Write for complete list of games available at new low prices.

PAUL A. LAYMON, INC.

1503 West Pico Boulevard • Los Angeles 15, California

Los Angeles

One of the classiest coin radios on the market is *Melody Time*, manufactured by Commercial Radio Corp., who will occupy quarters at 1707 W. Pico after May 1. *Melody Time* comes in two models: console and nightstand, and three finishes: blonde, walnut and leatherette. Both models are equipped with ten and 25 cent chutes. Two hundred have been contracted for by the Ambassador Hotel and another 200 by the Town House. H. G. Sherry, prominent local music man, is president of the corporation.

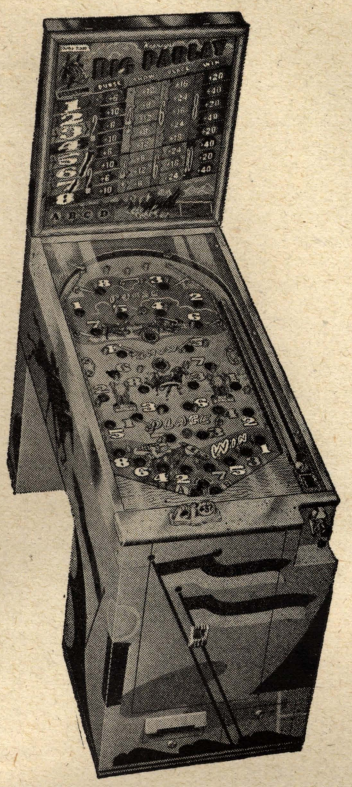
J. J. Greenfield of Coast Enterprises has returned from Phoenix where he opened offices in the Phoenix Merchandise Mart. Coast is exclusive distributor for Tradio in the Los Angeles area and the state of Arizona, and for the Mills Hot Coffee Vendor in Southern California.

Out-of-state distributors spotted along the Row lining up equipment included Sam Yaras, Texas, and Herman Rosenberg, New York.

Back in Southern California after a seven-year stay in the Pacific Northwest is Walter (Solly) Solomon, former head of Western Distributors in Seattle. THE REVIEW'S roving reporter met Solly on the Row, and the genial jobber was quick to deny he has made a local connection and is soon entering the business here. "I am staying in Los Angeles and I will get back in the business—but not before the last of this year or the first of next. Right now my prime problem is finding a place for my family to live." Solly's hiatus period is predicated by two reasons: first, he feels the Industry will be more stabilized in eight to ten months, and second, he needs a break in the steady seven-year grind. Besides managing Western Distributors, he was also in charge of a large arcade on First Avenue in Seattle, and for two-and-a-half years worked 14 hours a day, seven days a week.

Sam Lubow, district manager for Superior Products, passed through town fast—but not too fast to pause for a few minutes to extol the virtues of his firm's salesboards.

Packed With New Award Features



BIG PARLAY

KEENEY'S NEW 1-BALL PAYTABLE IS READY FOR YOU

***Order Keeney's BIG PARLAY with full confidence. This new 1-ball game has been pretested in every type of location. Has definite player appeal. Two selections plus a big Bonus Jackpot Award pop up with first coin inserted. Next three coins each post up a selection for a total of five selections and four Bonus Jackpot Awards valued from 6 to 40. Players can't resist inserting a total of 7 COINS to lite up 8 selections and cover those four random Bonus Jackpot Awards. There's added "Come-on" with A-B-C-D and Super Score Award pockets. Lite up B-I-G P-A-R-L-A-Y and it's good for 40 to 80 points.**

PLACE YOUR ORDER TODAY

IMMEDIATE DELIVERY!

BADGER SALES CO. 1612 W. PICO BLVD. Los Angeles 15, Calif.

Irving Rich, local operator for the past 20 years, says *Total Roll* and *Pokerino* are the big play pieces in his operations.

After resigning from S.C.A.M.O.A., Mollie Simon hied to Las Vegas for a vacation and paid all expenses through some lucky gaming at the blackjack tables. Then she returned to Los Angeles to take over duties of business coordinator for Music Operators Association of Southern California. Soon thereafter her luck deserted her. A manicurist played the "Hang Nail Blues" on the little finger of Mollie's right hand; infection set in, and a physician had to perform some fancy carving before he was able to rescue her from blood poisoning.

Fred Reilly, one of the oldest digger men in the country, has transferred his major interest to the water softener business and has relegated claws to a sideline status.

Bill Wolf, back from a three-week jaunt to San Francisco and the Pacific Northwest, reports: "Business up North is good." He sold AMI's and games to Roxy Amusement, Vancouver, B. C.; telephone units and other equipment to Vic Little at Victoria, B. C.; various pieces to Hi-Tone Music, Frank Countner, Nelson and Michael, and Irving Stept, Seattle; and Beason Music Co., Puyallup, Wash.

TURN PAGE

Now On Display

H. C. EVANS & CO.'S

BANG TAIL

WINTER BOOK

GALLOPING DOMINOS

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Immediate Delivery from Stock

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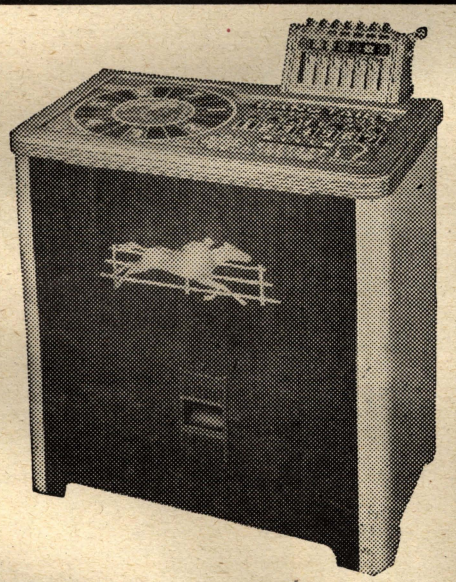

WILLIAMSON DISTRIBUTING CO.

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Immediate Delivery

ABT COIN CHUTES

and

COMMERCIAL COIN DETECTORS

Mills Vest Pocket F.P., Chutes $3.50

——SEE——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

Clark Distributing Co. held a meeting for Wurlitzer operators, the middle of March, for discussion of the new merchandising program soon to be announced. Over 80 persons attended, according to W. H. Schetter, and the plan was acknowledged to be one of the most forward steps taken in the Industry in recent months. Don Clark came down from the San Francisco headquarters to attend the Wurlitzer meeting.

B. C. "Barney" Beyer reports that business in the coin radio field continues to roll along at a fast clip. Automatic Machines Co. has been very active with coin radios and states that public acceptance of this type of equipment has been quite remarkable.

Bob Stark of Ideal Weighing recently took an Ideal scale from a Pasadena pharmacy where the machine had been on location for 13 years without having once been out of order.

Roy Garrison, newy appointed Aireon distributor for the state of Arizona, was a recent visitor to town.

Fred Gaunt of General Music has returned from a trip through Palm Springs and other valley towns where he visited a large number of operators and took a stack of orders for the new Buckley music box. Gaunt says that orders keep coming in on the box, which is very attractively priced. Everywhere he went, Fred says he also found tremendous reception for the new Buckley *Track Odds*.

Fred Kohler, well-known Los Angeles music operator, died in his sleep on March 8, leaving a wife and daughter.

Leonard Baskfield, of the San Francisco office of E. T. Mape Distributing Co., was a recent L. A. visitor, where he received many compliments about the beautiful new *Mirromatic* music cabinet. Ray Powers, local manager, states that the cabinet is the answer to operators' demands for a custom-built phonograph that will assure long-term operation and high earnings.

Ben Boldt, former Rock-Ola sales manager, was in town recently and dropped in on several of his old friends.

William R. Happel spent a pleasant weekend at Palm Springs and negotiated the sale of a carload of Rock-Ola phonographs. Elmo Robinson of Phoenix enjoyed the scenery with Happel.

An increasing number of coinmen from outside the United States have been coming in to Badger Sales. Jose Miguel and Hernando Laserna were visitors from Colombia. Representing J. M. Laserna Co., the brothers are on a business trip to this country to visit coin machine manufacturers and distributors in Los Angeles, San Francisco, Chicago and New York. Other Mexican coinmen seen at Badger Sales were Juan C. Jiminez, Mexico City; Major Miguel Lujan Cota, Tijuana; and Fernando Castillo Garcis Negrete, Mexico City.

Still another visitor to Los Angeles is Lou Gensburg, of Genco, who has been spending a vacation in the Southland.

Nels Nelson recently took on a line of coin radios and states that he has been very successful. He has a new line coming up soon which he predicts will be of great interest to local coinmen.

E. C. McNeil has been on a business trip to the Middle West, where he called on the headquarters of National Vendors.

Recent out-of-town coinmen seen along The Row were: Fred E. Coppo, Vallejo; E. R. Warren, Shafter; Loring D. Wikstrom, San Jose; L. Lorang, Yuma; Charles Escofo, Flagstaff; Claude Sharpensteen, Yuma; Leo Tyler, Anchorage; I. B. Gayer and C. E. Collard, San Bernardino; J. R. Krentz, San Bruno; G. F. Cooper, Riverside; W. K. Volner, El Centro; Ray Reynolds, Big Bear Lake; Camden Hathaway, San Luis Obispo; H. C. Perine, Oceanside; John R. Miller, Vallejo; H. Rosenberg, New York City; Sam Yaras, Dallas; and Niles Smith, Oildale.

As usual, there has been a large number of operators dropping in at Badger Sales. Among these were: Herman Schnickloth, Roy Smith, Earl Beatty, Lowell Ayers, Art Johnson, Tom Catana, D. Vlist, S. J. Burris, Al Reisz, K. B. Hoar, Ben Korte, Robert McClure, Jack Shepard, James Mills, and J. M. Holmes.

Bill Leuenhagen has just taken on Sonora records for local music operators and is spreading the word that this is the 39-cent "black label" platter that has created a sensation in the music industry because of its high quality and low price. *Anniversary Song, Sonata, We Could Make Such Beautiful Music Together*, and many other current hits are available to music operators at Leuenhagen's popular record department, where Bill's efficient secretary, Marie Sollé, will be happy to assist you.

J. A. Weinands, of Rock-Ola Mfg. Corp., arrived in Los Angeles on March 17th and spent a busy week with local distributors before departing for San Francisco on the 21st. Weinands visited San Diego and took a day off to bask in the glories of Santa Catalina Island at the Hacienda of Señor George Murdock.

Acclimated again to the balmy breezes which kiss the lovely acres of Huntington Palisades, the Paul A. Laymons have mapped big plans for the years ahead. First major move will be to new quarters on April 15th. (See article elsewhere in this issue.) Lucille and Paul have put a lot of time in fixing up the new spot and when opened it should be a dilly.

Not often do the Nick Carters have a chance to get outside of town for a few days, but mid-March they stole away to their home on Balboa Island to see just how it feels to be at a summer resort in the winter time. Before returning to the city, Nick spent a day calling on Long Beach accounts.

Jimmy Mullenaux, Calexico operator, was a marshal in the recent Desert Cavalcade held in the border city. It's nice to see the lads in the business participate in civic enterprises.

Manny Gutterman, Harlich factory rep., visited Charlie Robinson and took away a neat order for a bunch of salesboards.

Jack Gutshall is enthused with the reception he's had on the new Packard *Model 7*. In San Diego they ate it up. Now Jack has another idea up his sleeve. He plans to unveil the idea the moment this issue hits our readers. Drop in and pin him down.

THE REVIEW has a long list of members who have served the publication faithfully throughout the years. One of them, Louis Karnofsky, is now in the local offices after 10 years as a news-scout for us in Seattle. Another young old-timer is Robert Latimer of St. Louis, who flew in from that city the middle of the month to confab on various items and pick up assignments for the future. THE REVIEW boys DO get around, for this ex-Army captain has his own plane.

Harlich Money Boards Attain Wide Popularity

LOS ANGELES—Even with the current paper shortage, Harlich Mfg. Co. has managed to turn out a dozen flashy new money salesboards which are garnering rich dividends from operating areas throughout the country.

This disclosure was made by Manny Gutterman, sales director of the firm, while on a two-week tour of the Pacific Coast. "The money boards have eye-catching design and beautiful girl models. The operator simply buys them and places on location. There is no need to fuss with merchandise prizes."

On display at C. A. Robinson & Co., Harlich distributor for Southern California and Nevada, are several of the new five-cent boards: *Lana, Bowl 'Em Over, Ent-Icing, Kneed a Lift*, in addition to a complete line of boards in 10c and 25c denominations.

Gutterman also revealed that full production is being maintained at Harlich's new two million dollar plant, and that Leo Lichenstein, president of the company, is continuously striving for new and revolutionary designs.

Game Has Highest Scoring Potential

POUGHKEEPSIE, N. Y.—Due to the enthusiastic response *Sportsman's Roll* received at the recent show, John A. Fitzgibbons and Al Schlesinger of Square Amusement Co. have set aside all other production plans to concentrate their entire facilities on this game.

Because the public has shown a preference for high score games, *Sportsman's Roll* was designed to incorporate the highest scoring potential of any manufactured: 790,000 points.

The seven-ball roll down table also features "mystery buttons" scattered around the board which score 10,000 to 50,000 points each time they are contacted.

Cabinet is of light weight, and while its finish looks and feels like leatherette, it is much stronger and longer lasting.

Back From England

NEW ORLEANS—War booty in the form of a bride and baby accompanied Frank Mancuso of J. & M. Music Shop on his trip from England.

Immediate Delivery!

ADVANCE ROLLS

and

POKERINOS

W. H. LEUENHAGEN & CO.

Phone: DRexel 1345

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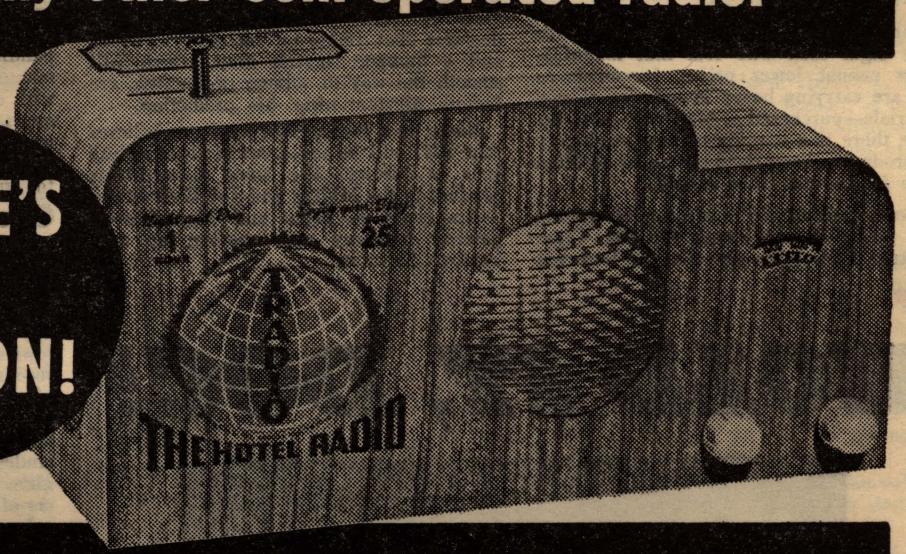
There are more TRADIOS installed in hotels throughout the country than any other coin-operated radio.



THERE'S A REASON!

TRADIO IS FAR AND AWAY THE BEST IN THE FIELD

Tradio stands up to its job. It is the first radio specifically designed (not adapted) for coin operation. Tradio's many features include . . . all metal cabinet . . . trouble free coin chute . . . ultra sensitivity . . . rich, natural tone quality. Take advantage of Tradio's reputation and complete acceptance by hotels, tourists cabins, etc. all over the country. 25¢ for 1, 2 or 3 hours—and it lasts for years.

NOW DELIVERING DAILY IN QUANTITIES

TRADIO — THE PIONEER COIN-OPERATED RADIO

Approved by the National Board of Fire Underwriters! Unconditionally guaranteed for one year—tubes 90 days.

Operators—Ask your TRADIO Distributor about T.F.R.P. the Revolutionary Merchandising Plan —T.F.R.P.

Manufacturers of:

TRADIO-ETTE —The first coin-operated intimate music restaurant radio.

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Tradio, Inc. sells only to operators through qualified Tradio distributors...never direct to locations. Only by protecting its own integrity can Tradio protect you.

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COIN MACHINE INDUSTRIES, INC. CMI For Your Protection

MEMBER

Executive Says Nickel Cigar on Way Back

NEW YORK—Cigar machine venders who are dispensing stogies for a dime better have some nickel chutes and rejectors on hand by year's end. According to Sol C. Korn, president of Fleming-Hall Tobacco Co., the nickel cigar will return to the market at that time.

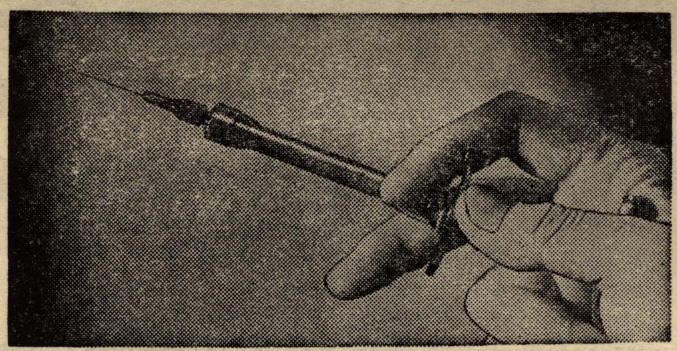
Korn's views are in sharp variance with other cigar men who feel that manufacturers cannot lower prices, inasmuch as they are carrying heavy inventories of raw materials—purchased at high cost—and because there is a scarcity of new machinery for producing low-priced cigars, in addition to an inadequate labor supply.

Pre-war nickel cigars are now averaging nine cents. A spokesman for the Cigar Institute of America says that the four-cent uppage was an "increase proportionately less than most other articles man buys for his own enjoyment."

In contending that the buffalo will romp back to capture the cellophane wrapper, Korn points to the demand by ex-servicemen who learned to enjoy cigars while in uniform. These men, he said, are in the lower and middle income brackets, and are among the most audible clamorers for a good nickel smoke. Fleming-Hall's president also declares that improved blending methods and a bumper Havana crop, which will smooth the way to volume production, are factors substantiating his prediction.

Based on a personal survey, Korn believes that 1947 will be the greatest cigar selling year in history. The trend toward this product in the Middle and Far West States —stronghold of pipes and cigarettes—is gaining headway and opening up new markets, he states.

HOLD IT, DOC!



The Man Wants ACTION . . . Not Sedatives

Penicillin will cure a cold, but it won't create business . . .
Novacaine will ease pain, but it won't raise your sales volume.

Fill up that needle with EDITORIAL-ADVERTISING IMPACT
That's what gets REVIEW advertisers sure results

Give your business a shot of THE REVIEW'S tried and proved formula: top-flight news and editorial coverage of the nation's coin machine activities *and* dynamic advertising by the leading manufacturers, jobbers and distributors. There's no substitute for the robust sales condition that THE REVIEW is bringing to its advertisers day after day. Beware of imitations! Throw-away papers can claim a big circulation, but it isn't circulation to the people who are interested in your sales message and are capable of *buying*. REVIEW circulation is SELECTED circulation . . . PAID CIRCULATION. THE REVIEW goes directly, and only, to the people who are in the market for your products. REVIEW advertising hits the point-of-purchase, stimulates the urge to buy, eliminates the red ink from your ledgers, gives your business new pep and vigor. Try it TODAY! REVIEW advertising costs less than practically any other trade publication advertising—and *does a far better job.*

REVIEW readership is pure unadulterated buying power. There's no reason why you shouldn't let this power build your business. The tremendous markets for vending machines and supplies, automatic music equipment and records, amusement machines, service machines, and personal service, are wide open to you through our advertising columns.

Make Your Reservation Now for Space in the Important MAY ISSUE.
Advertising Forms Close April 12th.

COIN MACHINE REVIEW

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Laymon to Move

LOS ANGELES—On and after April 15th the offices and showrooms of Paul A. Laymon, Inc., will be located in their new quarters at 1429 West Pico Boulevard . . . just a few doors east of the present offices. New telephone number will be PRospect 7351.

In moving to the new spot the Laymon organization will enjoy the convenience and larger showrooms for the rapidly expanding lines now arriving from various manufacturers. "We believe our customers will enjoy the added facilities our new quarters will provide," declared Paul Laymon. "We will still maintain the old spot at 1503 West Pico and use these quarters for our shipping and receiving department."

One-Man PR Team

HIBBING, Minn.—This state's nominee for the CMI Public Relations award of 1948: John M. Butorac, owner of Arrowhead Amusement Co.

Due to untiring efforts on behalf of his town's civic affairs, Butorac has won wide recognition and a state award. President of the Junior Chamber of Commerce during the past year, he was also chairman of the Youth Activities Program, which includes the Civic Air Patrol for boys and girls, Youth Hostel Program, Future Farmers of America, and the Teen-Age Canteen.

In the adult activities of his community, he serves on the board of directors of three fraternal organizations, is vice-president of the local Rotary Club and Red Cross unit, and has taken up the fight for more polio ward equipment and veteran's housing.

Butorac has also donated phonographs and records to schools, churches and hospitals.

Robinson Expecting Big Shipment of "Skill Thrills"

LOS ANGELES—C. A. Robinson has been advised that a big shipment of Daval's counter pistol game, *Skill Thrill*, is on the way to Los Angeles.

"This is an extremely popular and profitable game," Robinson states, "and we are very happy to be able to make delivery to the many operators who have been in our place recently and seen the great possibilities of this latest Daval product."

Robinson has left for a trip by car through California and Nevada and is expected back by the first of April. Before he left, Charlie declared that in spite of talk about a business recession his company did more business in the month of February than in any month during the past year.

Electromaton Appoints One Executive, Two Distribs.

HOBOKEN, N. J.—The trend toward roll-down games is strong, and high on the list of money-makers is Electromaton's *Rol-A-Score*. In expanding its nation-wide coverage, the firm has appointed Barnett R. Berkens, former executive secretary of the Arcade Owners Association of America, as sales manager, and added two new distributors: Rex Coin Machine Co. of Syracuse, who will handle upstate New York, and United Coin Machine Co. of Milwaukee, whose territory encompasses the state of Wisconsin and upper Michigan.

Rol-A-Score features a custom-built cabinet made of birch and maple, ornamented with chrome, which measures six feet long, six high and two wide.

Ratajack Now V.P.

CHICAGO—Coin Machine Acceptance Corp. announces the election of Edward R. Ratajack as vice-president. He will be headquartered at the main office in Chicago.

Special Events Call for Special Merchandising by Phono Operator

The retail confectioner doesn't wait until three days before Valentine's Day to purchase a supply of candy, cards, etc. The toy departments order their stock well in advance of Christmas. Long before Thanksgiving, the meat dealer has arranged for a full array of gobblers, and before November is very far advanced, he is ready for extensive sale of the winged birds.

Good merchandising means not only doing a bang-up selling job but having the foresight to order commodities sufficiently in advance so that supplies will be on hand when demand arises.

A phonograph operator is a merchandiser too. He sells music, and the basis of his business is records. To many an operator special events mean little. Except for Christmas, he makes no particular effort to capitalize on his product. And if he does decide to give the other holidays a needling whirl, it is usually on impulse; he makes the record-buying rounds several days prior to the event when choice numbers have been considerably whittled.

There are certain tunes which are perennials for certain occasions. They will draw good play in 1947 and in 1957. A stock of these year-after-year repeaters, filed systematically, will not only dissolve the operator's frantic last-minute efforts to procure them, but assure him of a substantial return without additional investment.

What are the principal special events and what records can be called "perennials?"

Let's start off with the first day of the year: New Year's. A long-time favorite which will groove out a steady play beat is *Auld Lang Syne.*

Next on the calendar is Lincoln's Birthday. The martial and patriotic take precedence, as they do on Washington's Birthday, Decoration Day, Independence Day, and Armistice Day. Listed below are some platter titles which are apropos for any of the above days:

You're a Grand Old Flag.
Stars and Stripes Forever.
Anchors Aweigh.
Yankee Doodle Boy.
Semper Fidelis.
On Parade.
Marching Through Georgia.
The Leathernecks March.
On the Alert.
U. S. Field Artillery March.

Any song with a love theme will rate interest on Valentine's Day but there are certain ditties which, on the basis of past performance, have proved exceptionally popular:

It Might as Well Be Spring.
Can't Help Lovin' That Man.
Linger in My Arms a Little Longer, Baby.
Who Do You Love, I Hope.
You Call It Madness But I Call It Love.
I'm Gettin' Sentimental Over You.
And Then It's Heaven.
You Keep Coming Back Like a Song.
Everybody Kiss Your Sweetheart.
I Love You (For Sentimental Reasons).
You Are Everything to Me.
Why Did I Have to Fall in Love With You.
If This Isn't Love.

The Saint who drove the snakes out of Ireland can help drive coins into your chutes on St. Patrick's Day. To the standard year-in year-out favorites has been added a melodic newcomer, *How Are Things in Glocca Morra.* Irish coin-catchers include:

Peg O' My Heart.
When Irish Eyes Are Smiling.
My Wild Irish Rose.
Mother Machree.
Where the River Shannon Flows.
Believe Me If All Those Endearing Young Charms.
Little Bit of Heaven.

Easter Parade is synonymous with that holiday. It's the Number One piece for phonos with nary a close second. For certain type locations *Ave Maria* will also draw well.

Locations near labor organizations will like *Song of the Plains*—especially if it is done in the deep baritone of Paul Robeson —on Labor Day.

Thanksgiving should bring forth hymns and songs extolling our country. Two of the ranking numbers are *America the Beautiful* and *God Bless America.* Frank Sinatra's rendition of *The House I Live In* is especially appropriate.

Most operators have a pretty good repertoire of Christmas songs. The sensation of the 1946 holiday, the King Cole version of the *Xmas Song,* has won a place in the all-time Hall of Fame and is an annual "must" from here on out. Yuletide faves include:

White Christmas.
Silent Night.
The First Noel.
Jingle Bells.
Santa Claus Is Comin' to Town.
Winter Wonderland.
It Came Upon the Midnight Clear.
That Christmas Feeling.
Christmas Island.

Here is a suggestion for building up an inventory of clicky winners: If you have not already started a "special event" file, the above listings can be employed as a guide. Use your own good judgment to add to these selections, checking your play meter closely. By the time the same holiday rolls around next year, you will know which numbers will garner highest gross and you can load your machines accordingly.

$2,000,000 Loan to Aireon

KANSAS CITY—Following approval of a two million dollar loan by the Reconstruction Finance Corp., Aireon Mfg. Co. has opened its production facilities full blast to unlog back-orders totaling eight million dollars.

Newly elected president Harold L. Pearson, who succeeds R. C. Walker, is former vice-president and treasurer of Montgomery Ward & Co. Walker will remain on the company's board of directors.

Circulating Cash In Sharp Decline

WASHINGTON — A Federal Reserve Board report reveals that money in circulation has shrunk nearly $900,000,000 since Christmas Eve. Considerable significance is attached to this drop, the biggest ever to occur in a similar period. Government officials state that the decline may be merely seasonal, but that it may also indicate that people are drawing on the cash savings to meet rising living costs.

The report also showed that the volume of circulating bills and coins has declined another $104,000,000.

Officials are said to be watching this trend in order to learn its meaning.

Mangan in Florida

PALM BEACH — While in Florida, where he called on local coinmen, James T. Mangan, director of CMI's Public Relations Bureau, was invited to join the Artists and Writers New York Club which was in conclave here.

Narrow Escape

MILWAUKEE—Lady Luck smiled her benevolent best at Fred Pease when his car tangled with another in Clintonville, Wis. and he escaped without serious injury.

When Harold's Club in Reno wants new machines it wants 'em right now, and Dan King III, Pace Western representative, is the boy who sees that they get 'em. Dan flew the above shipment up to Reno in his own plane. Shown in the picture are Ray Smith, Jr.; Raymond Smith, Sr.; George Barnet, of Harold's Club, and Pilot-Sales Representative Dan King. King expects to open branch offices in Reno and Las Vegas soon to care for the Pace customers in that territory.

Leaf It To Me

The Midwest is becoming more smoke restriction conscious in an attempt to reduce the fire hazard caused by careless puffers. In Akron the city council passed a bill prohibiting smoking in any local store, workshop, factory, warehouse, or other business house. Violators are subject to $50 fines. The Cleveland city council is working on a similar measure, adding theatres to the list. In Evanston (Ill.), retail stores are sprouting "No Smoking" signs in compliance with an order issued by the city's fire chief. Indianapolis extended the forbidden territory to hotels, hospitals, nursing homes, rooming houses and dormitories, and appended a $300 fine for violations. Hospital heads are opposing the ordinance, claiming that smoking is a monotony-breaking source of pleasure for patients and also has a "therapeutical value" for steady smokers.

A man who ignored the "NS" sign on an IRT subway platform in the Bronx was hailed into court and presented a novel defense in the form of a poem. The magistrate replied in kind:

"Your poem is fine.
It's quite a line;
Next time heed 'No Smoking' sign,
The verdict is $2 fine."

Cigarette thieves haven't got their shingle out but they're still doing business. In San Francisco hijackers grabbed a truck and trailer loaded with 500 cases of smokes valued at $50,000. Robbers broke into a warehouse in Huntington, W. Va., and made off with $4,500 worth of unsmoked butts. In Camden a cigarette vender was victimized when 6,050 packs were taken from his truck. To add theft to theft, the packs were stuffed with pennies, ready to go on location, when they were pilfered. The penny bonus totaled $121.

Cigar venders serving the New York area who may have wondered about a recent shortage are wondering no longer. A truck, containing a half million stogies, en route to the big city, hit a cow on a Florida road. The truck turned over and burned. Contents were ashed. Experts on mammalry are checking to see if the animal is a distant relative of one owned by a certain Mrs. O'Leary in Chicago.

Fag Ends—Thanks to a chemical treatment for weed control, Georgia produced its most valuable crop last year. . . . Statistically speaking: 150,000 packs of cigarettes were among the cargo of Admiral Byrd's Antarctic expedition—enough to last five months. . . . The glow of a lighted cigarette may soon be extinct if a device filed with the Patent Office receives proper circulation. It's a "glow concealing attachment," complete with ash-receiver, which prevents cigarettes from being seen at a distance. . . . Approximately 87 per cent of Sweden's cigarette imports come from the United States. . . . The 1946 tobacco crop in the U. S. A., 2,235,000,000 pounds, is an all-time record. . . . World production of tobacco outcropped the 1935-39 average by 93 million pounds. . . . Canada's yield set a new record, 19 per cent above 1945's total.

Have you heard about the "talking" cigarette? Seems like a bank robber lit one after shooting a guard during a getaway, and the cigarette said: "I may be lit, but you'll burn for this."

25 Years in Industry

NEW YORK—Joe Kockhansky, president of Premier Coin Machine Mfg. Corp., recently celebrated his 25th year in the coin business.

Motor City Newcomers

DETROIT—The operating ranks of this city were increased by two with the addition of A.B.C. Music Co. and United Venders Co.

New Vending Firm

MIAMI—M. & B. Vending Co. has been issued a charter under Florida law. Officials are Morris S. Salomon, Ely R. Katz, and Virginia W. Gibson.

New Agency System for "Electro"

NEWARK, N. J.—A new system for distribution of *Electro*, the cigarette vending industry's first electric machine, has been announced by Mario Caruso, president of C-Eight Laboratories, who manufacture the vendor.

Distribution centers will be patterned after automobile agencies, with machines and parts being stocked and technical advice and service made available. Purpose is to establish a closer relationship between manufacturer and operator and to eliminate duplication of sales efforts.

Chicago has been designated as *Electro's* first regional agency. Seven other centers will be established during the remainder of 1947, with others to be opened as sales volume increases.

Complete Stock of Slots At Automatic Games Co.

LOS ANGELES—"Over 75 per cent of the coinmen visiting our modern showroom say they have never seen as many slots in one building anywhere," reports Dannie Jackson, owner of Automatic Games Co.

One of the fastest growing distributors on the Coast, Automatic Games has made phenomenal progress in distribution and sales in the comparatively short time they have been doing business out of their Los Angeles office.

The company carries large stocks of both new and used slot machine equipment. "It seems the operators needed a house that specialized in slots, and when we opened the response was great," Manager Sammie Donin said.

Adulterated Cigs in Austria

VIENNA, Austria—This is the story of how ersatz cigarettes are made in a country of scarcity. Butts tossed into ash trays or in the street are collected, and the tobacco is emptied and mixed with ground tea leaves or other adulterants.

This mixture is either sold as pure American roll-your-own tobacco or remade into cigarettes.

The fight for butts continues in unabated fury. Urchins, old men, cripples and women battle for the precious stub, and it sometimes requires MP's or Austrian policemen to quell the free-for-all.

Locations where the source of tobacco is most plentiful are American bars, night clubs or other places where service personnel frequent.

H. & S. Renamed

PHILADELPHIA—Spector Distributing Co. is the new name for H. & S. Distributing Co. Place of business remains at 812 North Broad St.

Stock Fired

FLINT, Mich.—The oil stove went boom, and with the explosion went $5,000 of Al Kremsky's stock. Kremsky heads Jake's Amusement.

Route Sale

VANCOUVER, B. C.—A. H. Pease has sold his music route at Nanaimo, Vancouver Island, to a triumvirate composed of Harvey Walker, J. Holman, and Sid Hole.

New Quarters

NEW ORLEANS—Arcadian Amusement Co., specializing in digger type machines, has moved into larger quarters at 1208 Carondelet St.

* * *

Business Man—Well, Miss Smith, how would you like to take a business trip with me next week?

Stenographer (chewing hard)—Say, I may be your typewriter, but I'm not portable.

BARGAIN Mart

10c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

WANTED FOR CASH
Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

SLOT MACHINE EDUCTOR
Percentage and mechanical equation. H. R. GRAHAM, 212 East Palmer Ave., Glendale 5, Calif. CItrus 1-1093. (TF-C)

PEANUT MACHINE PIPE STANDS
Any quantity, $3.75 each. CLEVELAND COIN, 2021 Prospect Ave., Cleveland, Ohio. (FMA-P)

WANTED AT ONCE
Used Peanut Machines in good condition with keys. State full information and price asked in first letter. PRECISION NOVELTY HOUSE, Box 432, Prescott, Arizona. (A-P)

CHARMS—CHARMS—CHARMS
Buy direct and save money. These charms are made on brand new molds. Completely different. Write for free samples and prices. ADAMS-FAIRFAX CORP., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. (TF-C)

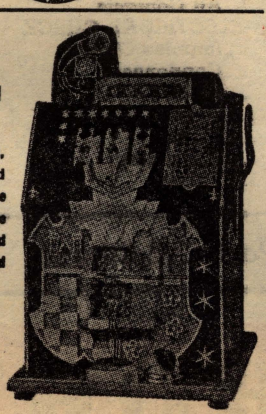
NEW AND PRECISION REBUILT
LoBoy 1c Weighing Scales, 1c Ticket Weighing Scales, 5c Selective Candy Bar Vending Machines, 1c ball gum, stick gum, and nut vendors. Write for free price list! ADAIR COMPANY, 6928 Roosevelt Road, Oak Park, Illinois. (DJFMAM-P)

OPERATOR'S ASSORTMENT
Radios, Mystery Drinking Birds, Gift Chests, Fruit Cake, Chocolates, Portable Mirror Bars, Bears, Scotties, Cedar Chests, Push Cards, Sales Boards. Immediate deliveries. DELUXE SALES CO., DeLuxe Building, Blue Earth, Minn. (N-C)

ONE ROCK-OLA DELUXE
32 Volt operated, with two extra motors and one extra converter, in very good condition, $375.00. Or will trade for Seeburg Hitone, 110 volts. ABC NOVELTY, 2509 S. Presa, San Antonio, Tex. K. 1152 (A-P)

SLOT MACHINES REPAIRED and REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.



Coin Machine Service
1070 Thompson St.
Glendale 1, Calif.
Tele. Citrus 3-3721

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

SCALES WANTED
Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

AGENTS WANTED
Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

PHONOGRAPHS FOR SALE
3 Aireons, like new; 2 Singing Towers AMI, operate perfect, A-1 condition. First best offer takes the lot. WATERLOO NOVELTY CO., 1220 Avalon Ave., Waterloo, Iowa. (A-P)

FOR SALE
30 W—9 column DuGrenier Cigarette Machines for sale. HEMINWAY & MOSER CO., Salt Lake City, Utah. (A-P)

CHARMS
Double, Treble profits for peanut venders! Write quickly for details, samples, and start getting more "take" from cashable commotion "Charms" create for your machines. BECKER VENDORS, Brillion, Wisconsin. (TF-C)

CIGARETTE AND CANDY VENDING
Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6750 N. Ashland Ave., Chicago, Ill. (FMA-P)

WANTED TO BUY
Business broker will buy active coin machine route, any type. HARRY JOHNSON, 1614 W. Florence, PL 21033, Los Angeles. (MAM-P)

FOR SALE
Phonograph Route. 96 Phonographs on location, established 20 years (1,000 boxes) mostly new and late model machines. Sell at Cash Box prices plus 10 per cent goodwill. Will sell complete or split into small routes. Machines well located in city of Fresno, California. Sickness reason for selling. Easy terms to reliable party. BOX 815, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (AMJ-P)

MAKE OFFER
1 Zig Zag; 1 Four Roses; 1 Westwind; 1 Record Time and 1 Blue Grass, one balls—FP; all good condition. Write or call: BILL TREVARTHEN, 4722 Pepperwood Avenue, Long Beach 8, Calif. 522-52 (A-P)

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April 1947

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MINTHORNE MUSIC FINANCE PLAN

FOR SERVICE TO HELP KEEP YOUR PHONOGRAPHS AND EQUIPMENT IN TOP CONDITION

A Brand New Deal

Be Sure with

WE ARE NOW PREPARED TO OFFER MUSIC OPERATORS OF SOUTHERN CALIFORNIA, SOUTHERN NEVADA AND ARIZONA, THE

SEEBURG JOB PACKAGE SERVICE PROGRAM

No. 1

$14.50

CLEAN, ADJUST AND LUBRICATE MECHANISM

THIS PACKAGE INCLUDES THE FOLLOWING:

1—CLEAN COMPLETE MECHANISM
2—LUBRICATE ALL POINTS
3—CHECK AND ADJUST:
- Transmission
- Kickoff
- Helix
- Tray Selector Mechanism
- Turntable
- Motor Coupling
- Motor Carry-Over Switch
- Cancel Switch
- Pickup
- Tone Arm Trip
- Popularity Meter
- Play Indicator
- Muting Switch

No. 2

$5.50

CLEAN AND ADJUST ELECTRIC SELECTOR

THIS PACKAGE INCLUDES THE FOLLOWING:

1—CLEAN COMPLETE SELECTOR
2—CHECK AND ADJUST
- All Contacts
- Ratchet
- Credit Mechanism
- Cancel Mechanism
- All Springs
- Selector Buttons
- Lights
- Connecting Plug and Cable

No. 3

$5.95

CLEAN AND ADJUST SOLENOID DRUM

THIS PACKAGE INCLUDES THE FOLLOWING:

1—CLEAN COMPLETE UNIT
2—CHECK AND ADJUST FOLLOWING:
- Cancel Relay
- Plunger and Pin Action
- Plunger Contact Spring
- Solenoid Coils
- Cancel Plate and Wiper Contacts
- Play Control Relay
- Counter Relay if Used
- Mechanical Operation

No. 4

$18.50

CLEAN AND ADJUST SOUND SYSTEM

Deduct $6.00 if Only One Amplifier Is Serviced

THIS PACKAGE INCLUDES SUB-PACKAGES A, B, AND C

SUB-PACKAGE A

1—Replace Magnetic Pickup Head $4.00

SUB-PACKAGE B

1—Clean Symphonola Amplifier $6.00
2—Clean Remote Amplifier . $6.00
3—Check
(The Following Service Applies to Each Amplifier)
- Tubes
- All Controls
- Operating Voltages
- Filter Condenser Leakage
- Frequency Response
- Power Output
- Hum Level

SUB-PACKAGE C

1—Clean and Check Speaker $2.50
- Voice Coil
- Field Coil
- Frequency Response
- Voice Coil Centering
- Actual Volume Test

No. 5

$12.50

CLEAN AND RECONDITION SYMPHONOLA CABINET

THIS PACKAGE INCLUDES THE FOLLOWING:

1—CLEAN CABINET THROUGHOUT
2—CABINET FINISH
- Touch Up
- Polish

3—CHECK
- Pilasters (All Plastics)
- Side and Corner Panels
- Casters
- Lock, Latches, Hinges

4—ELECTRICAL CHECK
- Wiring
- Sockets
- Lights

No. 6

$4.50

CLEAN AND ADJUST COIN MECHANISM

THIS PACKAGE INCLUDES THE FOLLOWING:

1—CLEAN AND ADJUST
- Slug Rejection Unit
- Coin Chutes
- Coin Switch Assembly
- Injection Slides

No. 7

$5.50

CLEAN AND ADJUST WALL-O-MATIC (Wired or Wireless)

THIS PACKAGE INCLUDES THE FOLLOWING:

1—CLEAN
- Compound Wash Case
- All Contacts
- Coin Mechanism

2—ADJUST
- Selection Switch
- Coin Mechanism
- Lock and Bar Assembly
- Mechanical Parts
- All Contacts

3—ELECTRICAL CHECK
- Impulse Output
- Condensers
- Lights
- Credit Assembly
- Motor
- Alignment
- Tubes

NOTE: Replacement of Parts Additional

MINTHORNE

2920 West Pico Boulevard

512 West Washington

For Music Operators!

Seeburg Service

MINTHORNE MUSIC FINANCE PLAN
FOR SERVICE TO HELP KEEP YOUR PHONOGRAPHS AND EQUIPMENT IN TOP CONDITION

TAKE ADVANTAGE OF THIS OPPORTUNITY TO PUT YOUR ROUTE IN FIRST CLASS CONDITION

No. 8 **$10.50**

CLEAN AND ADJUST SELECTION RECEIVER AND STEP SWITCH ASSEMBLY

THIS PACKAGE INCLUDES THE FOLLOWING:

1 —CLEAN COMPLETE UNIT
- All Switching and Relay Contacts

2 —CHECK
- Tubes
- Components
- Wiring Connections
- Alignment
- Voltages (Operating)
- Condenser Leakage
- Receiver Sensitivity
- Relay Contacts
- Step Contacts

3 —LUBRICATE STEP CONTACTS AND ARM

No. 9 **$15.50**

CLEAN AND ADJUST MASTER CONTROL STATION

THIS PACKAGE INCLUDES THE FOLLOWING:

1 —CLEAN ENTIRE UNIT
2 —CHECK RECEIVER
- Tubes
- Components
- Alignment
- Condenser Leakage
- Operating Voltages
- Sensitivity
- Mechanically

3 —CHECK SOLENOID DRUM
- Cancel Relay
- Plunger and Pin Action
- Plunger Contact Spring
- Solenoid Coils
- Cancel Plate and Wiper Contacts
- Play Control Relay
- Counter Relay
- Mechanical Operation

4 —CHECK AMPLIFIERS (Master and Remote)
- Tubes
- Connections
- Operating Voltages
- Condenser Leakage
- Frequency Response
- Power Output

5 —CHECK TRANSMITTER
- Output
- Alignment
- Tone Quality

6 —CHECK STEP SELECTOR
- All Relays and Contacts
- Tubes
- Mechanical Operation

No. 10 **$2.50**

CLEAN AND ADJUST SPEAKERS

THIS PACKAGE INCLUDES THE FOLLOWING:

1 —CLEAN HOUSING
2 —CHECK HARDWARE
3 —CHECK MAGNET OR RESISTANCE OF FIELD
4 —CHECK CONE ACTION
5 —CHECK VOICE COIL
6 —CHECK VOLUME AND TONE

No. 11 **$8.50**

CLEAN AND ADJUST MASTER CONTROL STATION

1941-42 Models
THIS PACKAGE INCLUDES THE FOLLOWING:

1 —CLEAN ENTIRE UNIT
2 —CHECK
- Tubes
- Voltages
- Transformers, Chokes, Relays
- Condensers, Resistors
- Receiver Alignment
- Receiver Sensitivity
- Amplifier Response
- Hum Level
- Frequency
- Power Output
- Step Selector
- Clean and Burnish All Contacts
- Adjust Step Relay
- Adjust Release Relay
- All Connecting Sockets

No. 12 **$37.50**

REFINISH SYMPHONOLA CABINET

(Price varies on size of Cabinet and work done)
THIS PACKAGE INCLUDES THE FOLLOWING:

1 —STRIPPING ENTIRE CABINET
2 —SANDING, FILLING
3 —RENEW FINISH
4 —REPLACE GRILLE CLOTH
5 —CLEAN PILASTERS (also all decorative trimming)
6 —CONDITION AND LUBRICATE HINGES, LOCKS AND CASTERS

This Does Not Include Burned or Badly Damaged Cabinets

No. 13 **$4.00**

RECONDITION MAGNETIC PICK-UP

THIS PACKAGE INCLUDES THE FOLLOWING:

1 —CLEAN AND POLISH CASE
2 —REPLACE LEADS
3 —CHECK AND/OR REPLACE:
- Coil
- Magnet
- Packing and Damping Rubbers

4 —TEST FREQUENCY RESPONSE
5 —TEST OUTPUT (Volume)

No. 14 **$6.00**

CLEAN AND TEST AMPLIFIER

THIS PACKAGE INCLUDES THE FOLLOWING:

1 —CLEAN ENTIRE ASSEMBLY
2 —TEST TUBES
3 —CHECK SOCKETS
4 —CHECK WIRING AND CONNECTIONS
5 —CHECK SWITCHES
6 —CHECK TRANSFORMERS AND CHOKES
7 —CHECK FUSES
8 —TEST FILTER CONDENSERS
9 —TEST BY-PASS CONDENSERS
10 —TEST COUPLING CONDENSERS
11 —CHECK RESISTORS
12 —CHECK
- Operating Voltages
- Volume and Tone Controls
- Frequency Response
- Power Output
- Load Current

SEE NEXT PAGE for Our SPECIAL FINANCE PLAN and FREE PICK-UP SERVICE

MUSIC COMPANY

Los Angeles 6, California

Phoenix, Arizona

OUR OWN SPECIAL
FINANCE PLAN

Our finance plan enables the music operator to have his equipment thoroughly overhauled and put in first class condition, with small monthly payments

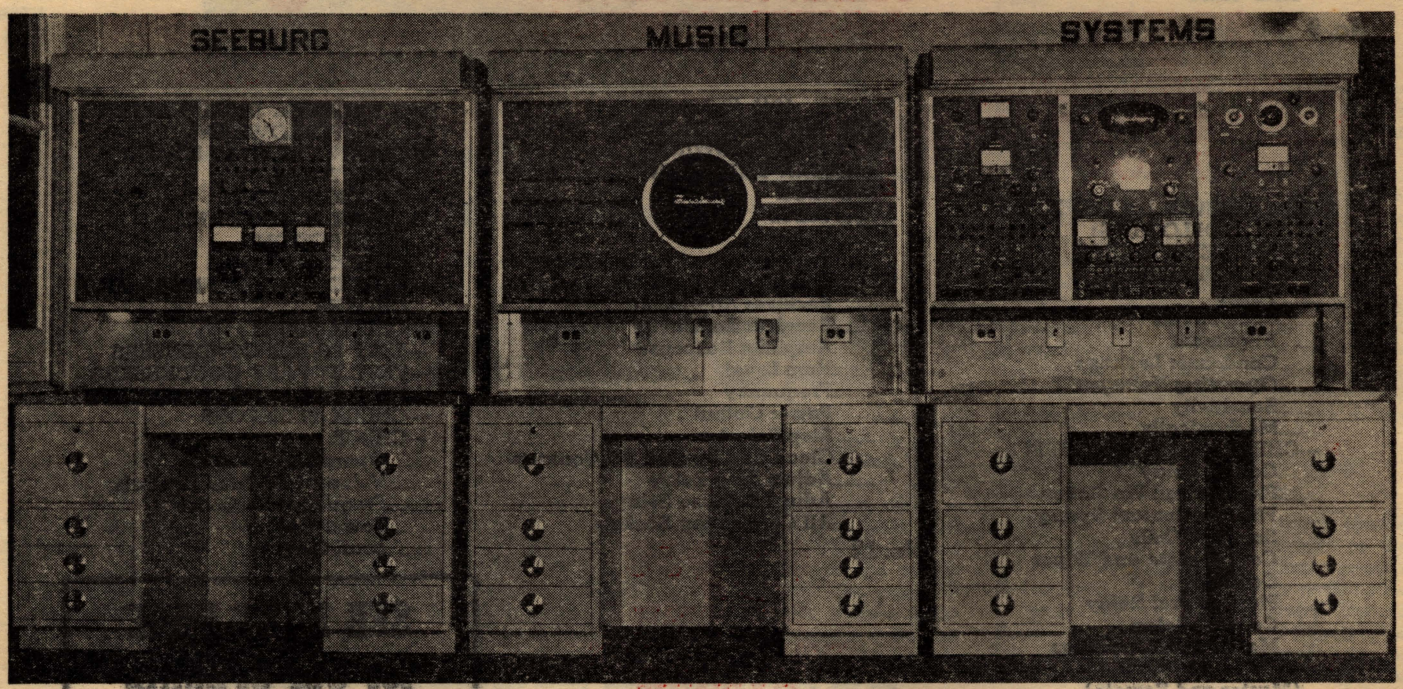
Let the increased profits and lower operating costs of your reconditioned phonographs pay for this service!

●

FREE
PICK-UP and DELIVERY SERVICE

We provide free pick-up and delivery service on equipment in the Los Angeles and Phoenix areas on orders of $50 and over. Outside these areas, telephone us collect for details about sending your equipment to us collect with return shipment to you prepaid.

SEEBURG TEST PANEL



This complete test panel will be in operation in April for positive checking of all types of amplifiers, speakers, wall boxes and electronic equipment, insuring that all work sent to us will be serviced under the most rigid factory standards.

MINTHORNE MUSIC CO.

2916-2920 West Pico Boulevard
LOS ANGELES

PHOENIX, ARIZ. OFFICE
●
512 W. Washington St.
PHONE: 30163
●
R. S. (Bob) ANDERSON, Mgr.

TAKE YOUR CHOICE

only WURLITZER OFFERS BOTH

1 NATIONAL ADVERTISING TO PRODUCE MORE PLAY PER PHONOGRAPH

If you're looking for more income in the form of more play per phonograph, Wurlitzer is doing the greatest job in the industry to promote it. Wurlitzer's National Consumer Magazine and Billboard Advertising Campaign is the greatest play-promoter in the history of this business—a prime example of Wurlitzer leadership.

2 QUARTER-DIME PLAY TO PRODUCE MORE PAY PER PLAY

If you're looking for more income through more pay per play, Wurlitzer's national public relations program promoting quarter-dime play is another history-making move for this industry in that direction. Whether you favor more play per phonograph or more pay per play, Wurlitzer's progressive leadership has paved the way for you to cash in.

CLARK DISTRIBUTING COMPANY

Exclusive WURLITZER *Distributors for the Pacific Coast*

SAN FRANCISCO
415 Brannan Street
SUtter 5342

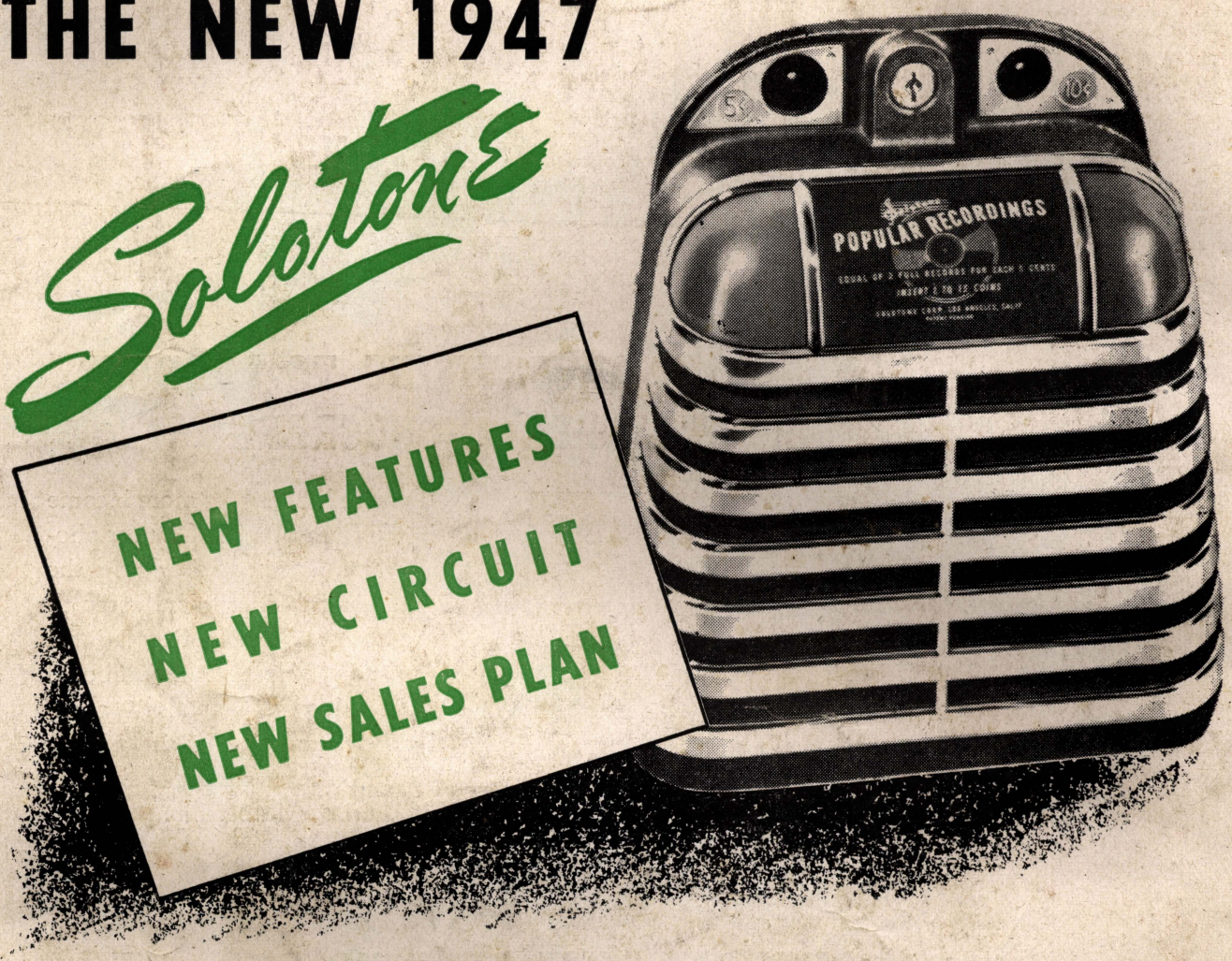
LOS ANGELES
1561 W. Washington Blvd.
REpublic 4155

SEATTLE
906 Elliott Avenue, West
GArfield 0427

A N N O U N C I N G

THE NEW 1947

Solotone



NEW FEATURES
NEW CIRCUIT
NEW SALES PLAN

Solotone is out still further in front with the new, outstanding 1947 models.

NEW FINISHES

For '47 Solotone is available in two beautiful finishes, including a special hammertone finish.

NEW COIN COMBINATIONS

Solotone boxes are available for use with several coin combinations. First with 5c and 10c chutes, Solotone again is exclusively first with this new feature.

NEW CIRCUIT

Solotone has developed a special circuit by means of which it is possible to open certain designated boxes in a location at any time interval—automatically—to encourage customer play. Solotone's new, 1947 combined amplifier and interval timer does it!

NEW DISTRIBUTOR POLICY

Solotone's new plan means better, quicker distribution and faster service for you. Distributors and jobbers are invited to write for details—a Solotone franchise for your city may still be available.

SOLOTONE LEVELING PRE-AMP BALANCES VOLUME IN ALL RECORDS

Entirely different. Raises the tone level of *all notes* instead of suppressing the high tones. One model for either magnetic or crystal pickup. An electric eye indicates proper setting. Easy to install without disturbing equipment. Immediate delivery. $37.50 through your jobber or send 25% deposit to us.

SOLOTONE CORPORATION 2311 W. Pico Blvd. Los Angeles, Calif.